

Land Use Concepts Community Workshop/Open House

January 31/February 2

Purpose of Today's Workshop

- Introduction to creating a new General Plan that helps achieve the community's vision
- Introduce three proposed land use concepts
- Review exhibits and summary report
- Fill out feedback form
- Same workshop on Thursday, Feb 2nd at Senior Center

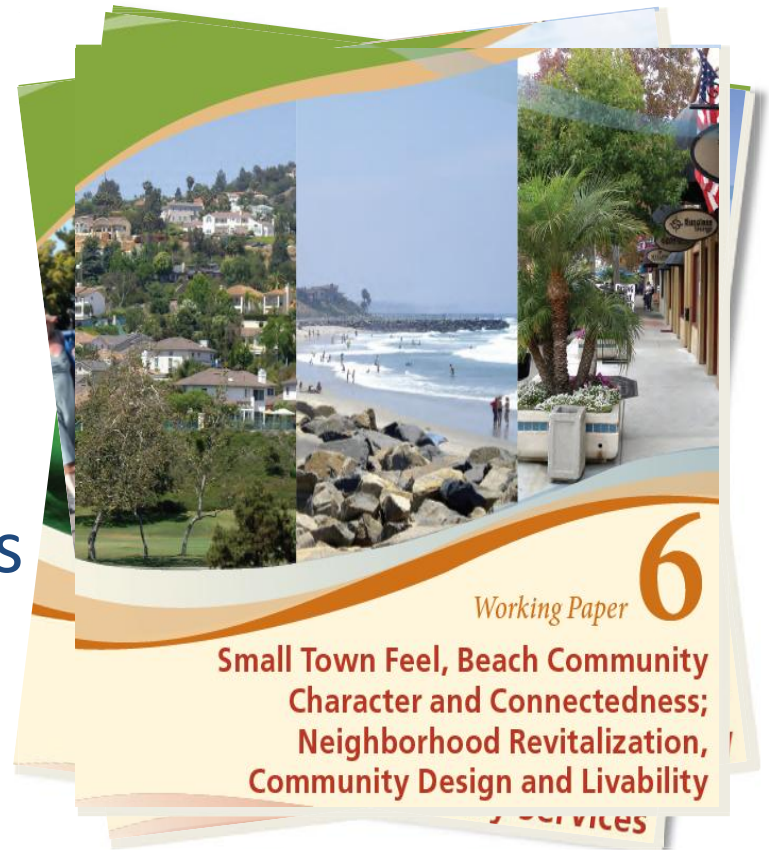


Next Steps

- Your feedback will be part of the process to create a Preferred Plan
- EC3/Planning Commission/City Council review of a Preferred Plan is anticipated in Spring 2012
- The Preferred Plan serve as the foundation in updating the city's General Plan, LCP and Zoning Ordinance

Working Papers

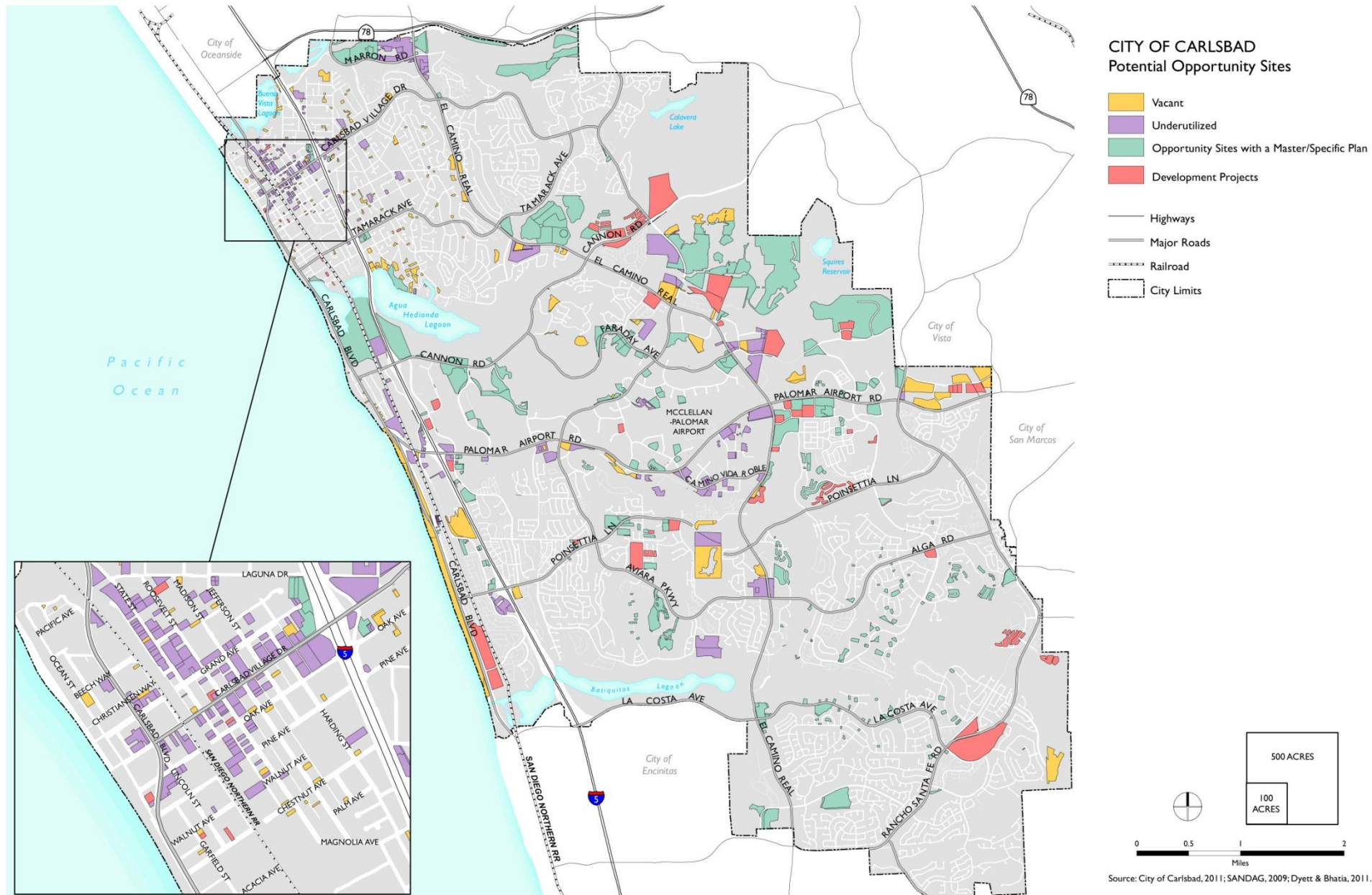
- The land use concepts are based on the community's core values
- Working papers assisted the city and EC3 understand the challenges and opportunities related to each core value
- View Working Papers at www.carlsbadca.gov/envision



Looking Ahead

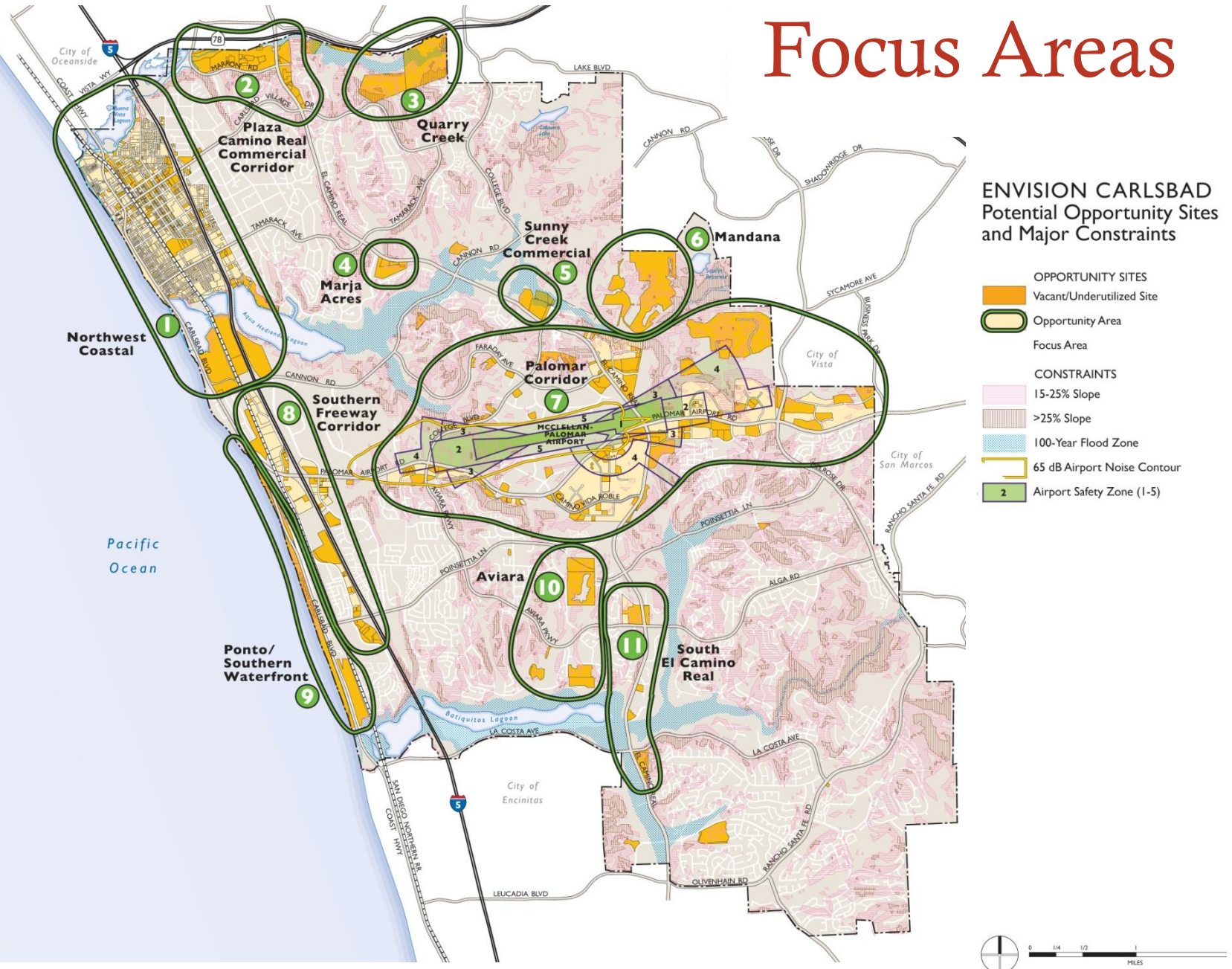
- Land use concepts take into consideration a variety of factors:
 - Community Input
 - SANDAG population and employment projections
 - Market demand
 - Land availability
 - Development constraints and opportunities

Opportunity Sites



Focus Areas

ENVISION CARLSBAD Potential Opportunity Sites and Major Constraints



Land Use Concepts

- Concept A – Centers
- Concept B – Active Waterfront
- Concept C – Core Focus

Common Characteristics

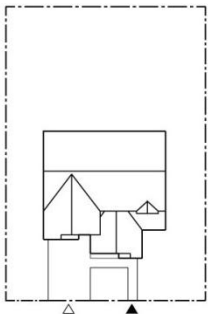

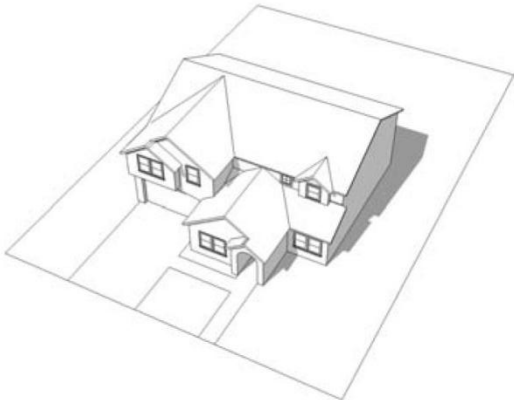
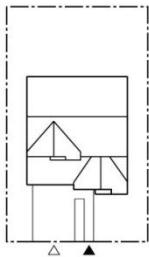


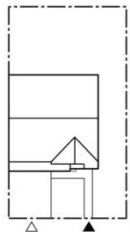


- Creating Destinations
- Employment-Focused Development in Palomar Corridor
- Street Connectivity
- Enhanced Bicycle and Pedestrian Connections
- Continued open space development
- Preservation of existing neighborhoods

Land Use Classifications

Land Use Classifications

| | <i>General Land Use</i> | <i>Assumptions</i> |
|--|------------------------------|--|
| | Very Low Density Residential | 1.0 du/ac |
| | Low Density Residential | 3.2 du/ac |
| | Medium Density Residential | 9.5 du/ac |
| | High Density Residential | 30 du/ac |
| | Mixed Use | <p><i>Mixed Use:</i> Commercial/Office: 3.2 FAR (60% of site) Medium Density: 9.5 du/ac (30% of site) High Density + Commercial/Office: 30 du/ac and 3.2 FAR (10% of site)</p> <p><i>Mixed Use Village:</i> Commercial/Office: 3.2 FAR (68% of site) High Density Residential: 30 du/ac (32% of site)</p> |
| | Commercial | 3.2 FAR Hotels: 0.35 FAR (500 sf/room) |
| | Industrial/Office | 0.32 FAR |
| | Campus | 0.32 FAR |
| | Commercial Recreation | 0.32 FAR |
| | Parks/Open Space | n/a |

Density Examples

| Housing Type | Large Detached | Detached | Detached Zero Lot Line |
|--------------------------|---|--|---|
| Density (as illustrated) | 4 hu/acre | 7 hu/acre | 10 hu/acre |
| Typical Lot Size | 8,000 to 10,000 sf | 5,000 to 7,000 sf | 3,000 to 5,000 sf |
| Number of Floors | 2 | 2 | 2 |
| Typical Density Range | 3-5 | 5-7 | 7-10 |
| |    |    |    |

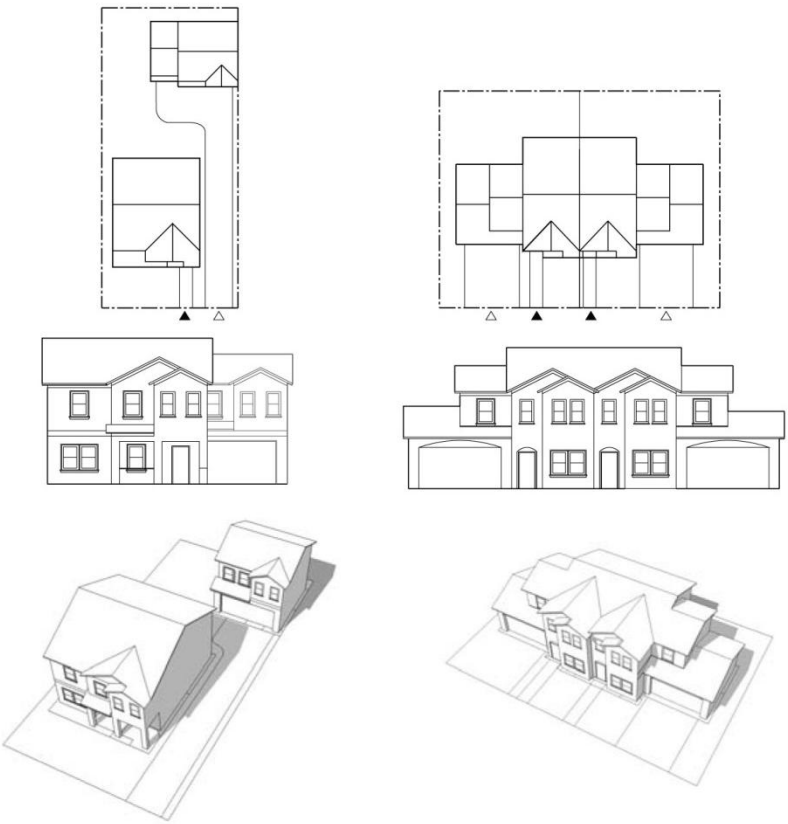
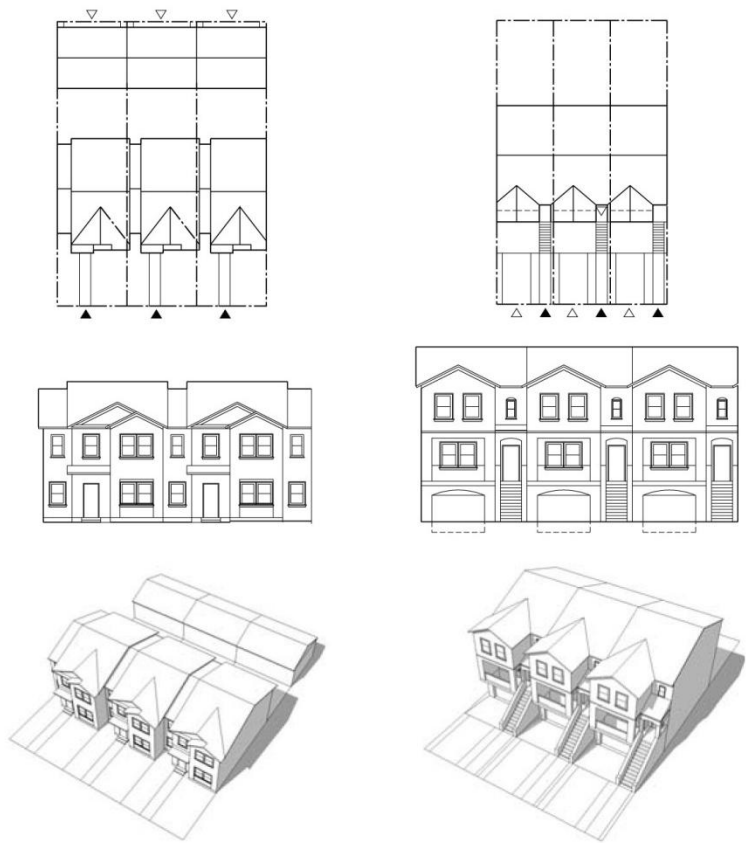
0.000004 unit/acre



11.5 units/acres



Density Examples

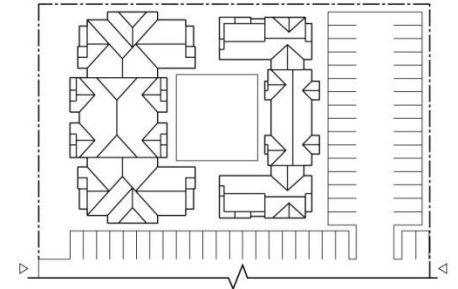
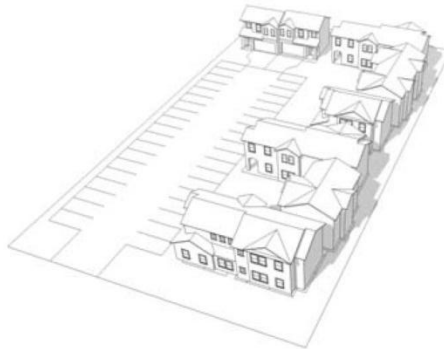
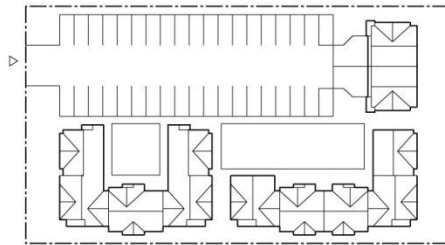
| Housing Type | Duplex | Townhouse |
|--------------------------|---|--|
| Density (as illustrated) | 13 hu/acre | 14 and 16 hu/acre |
| Typical Lot Size | 4,500 to 7,000 sf | 2,000 to 2,900 sf |
| Number of Floors | 2 | 2 |
| Typical Density Range | 10-15 | 12-17 |
| |  |  |

14.6 units/acre



Density Examples

| Housing Type | Multifamily Dwelling (2-Story) | Multifamily Dwelling (3-Story) |
|--------------------------|--------------------------------|--------------------------------|
| Density (as illustrated) | 20 hu/acre | 28 hu/acre |
| Typical Lot Size | 1,500 to 2,000 sf per unit | 1,200 to 1,500 sf per unit |
| Number of Floors | 2 | 2-3 |
| Typical Density Range | 18-24 | 24-30 |



19 units/acre
+ commercial
space & day
care (0.15 FAR)



21.1 units/acre



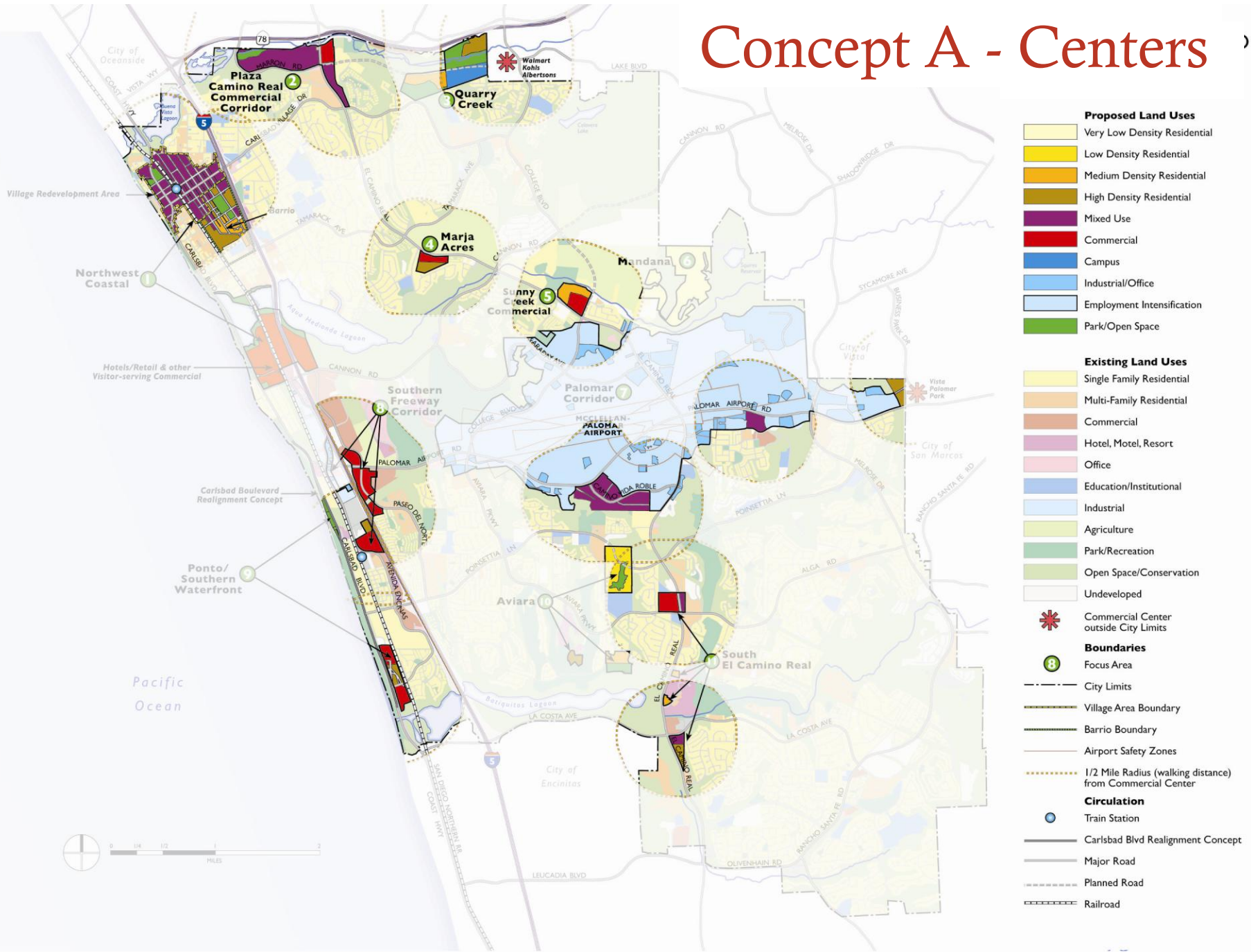
22.9 units/acre



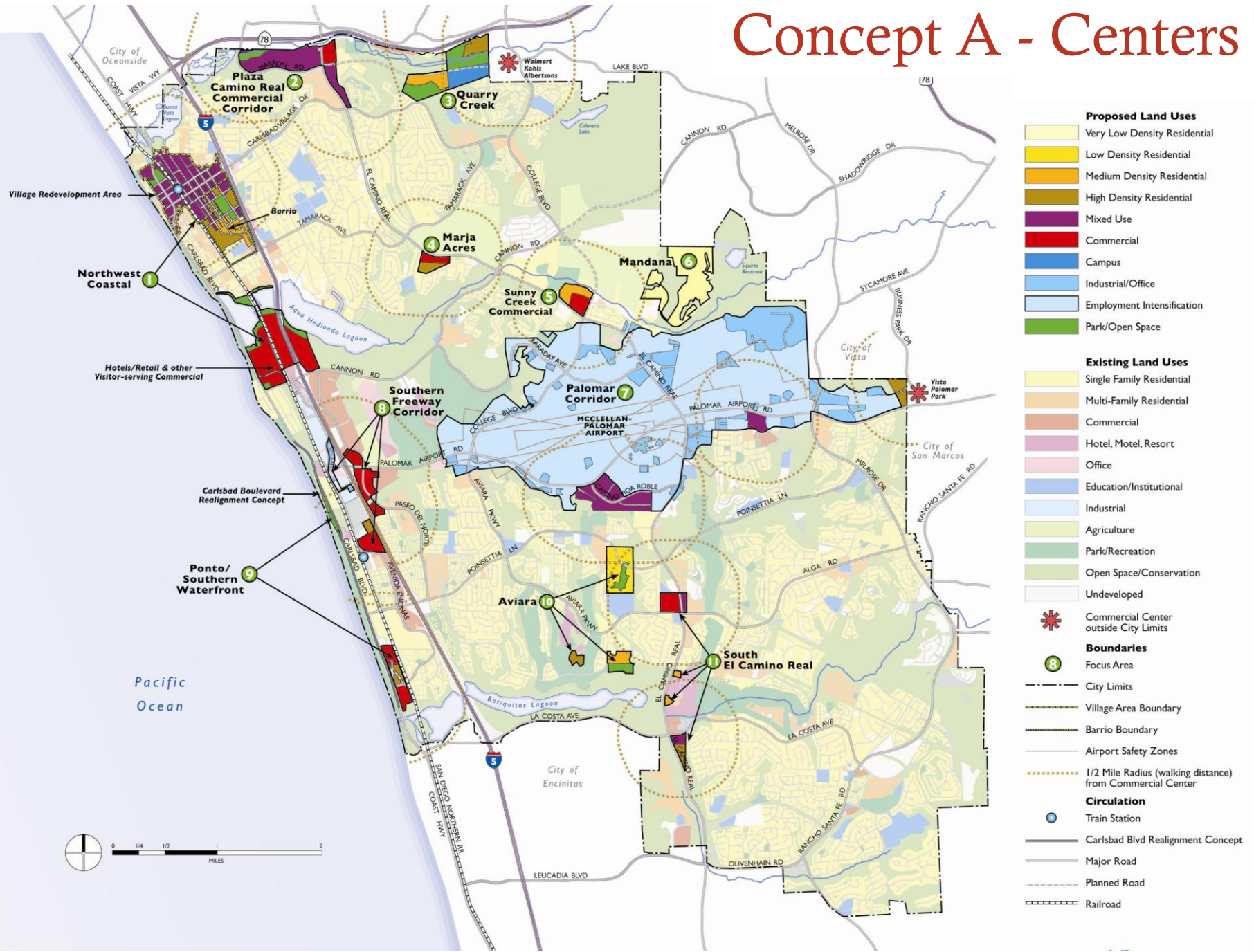
29 units/acre



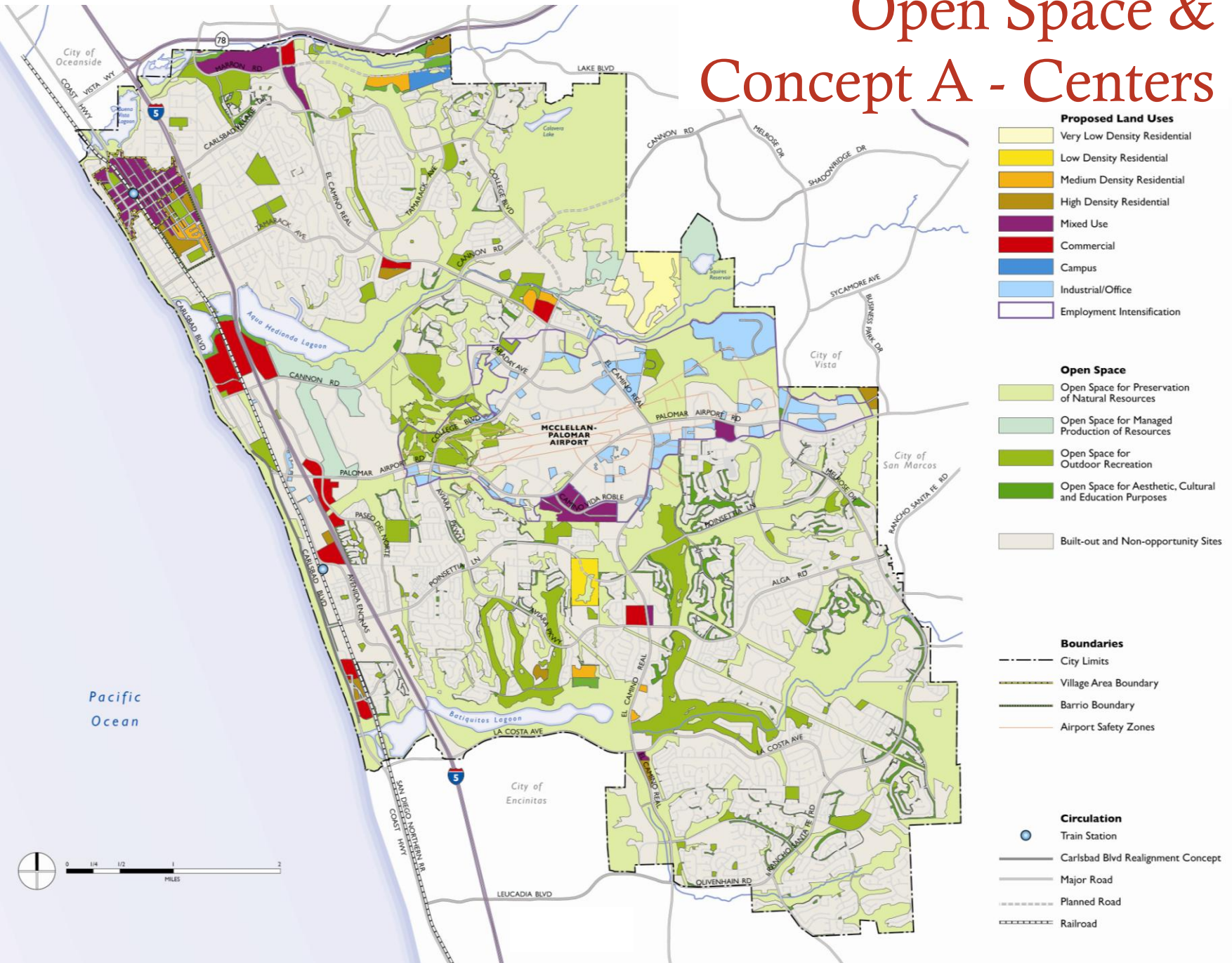
Concept A - Centers



Concept A - Centers

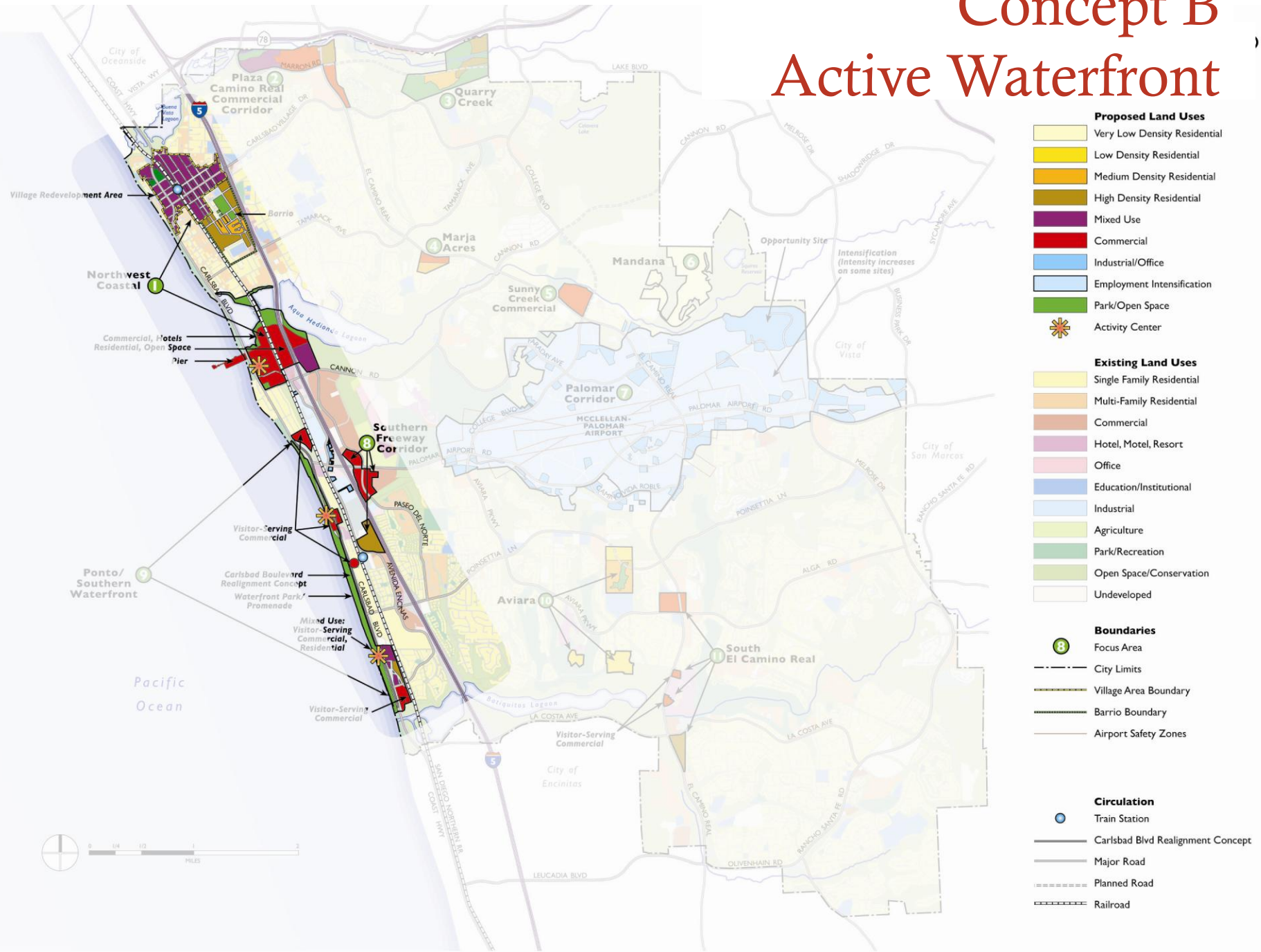


Open Space & Concept A - Centers

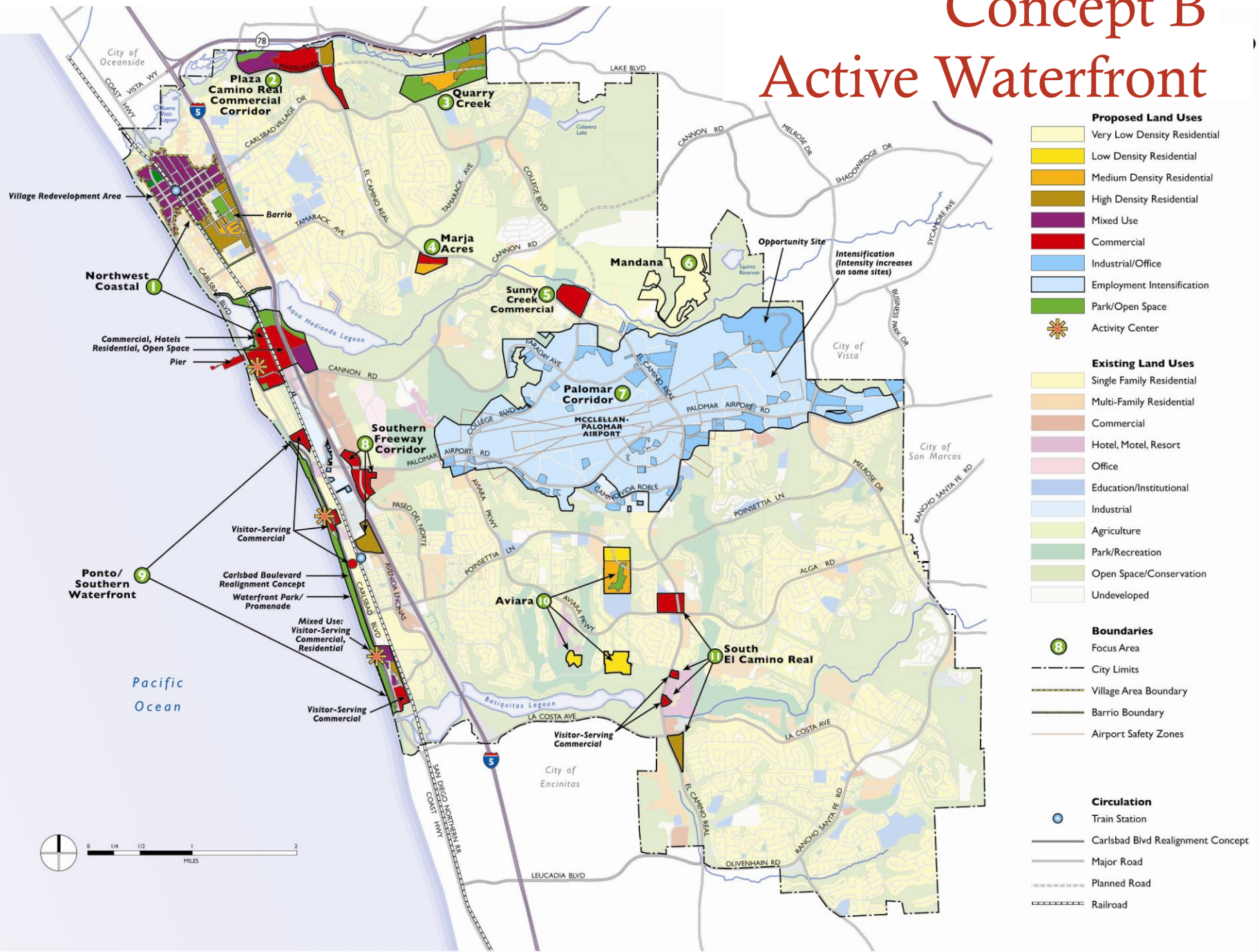


Concept B

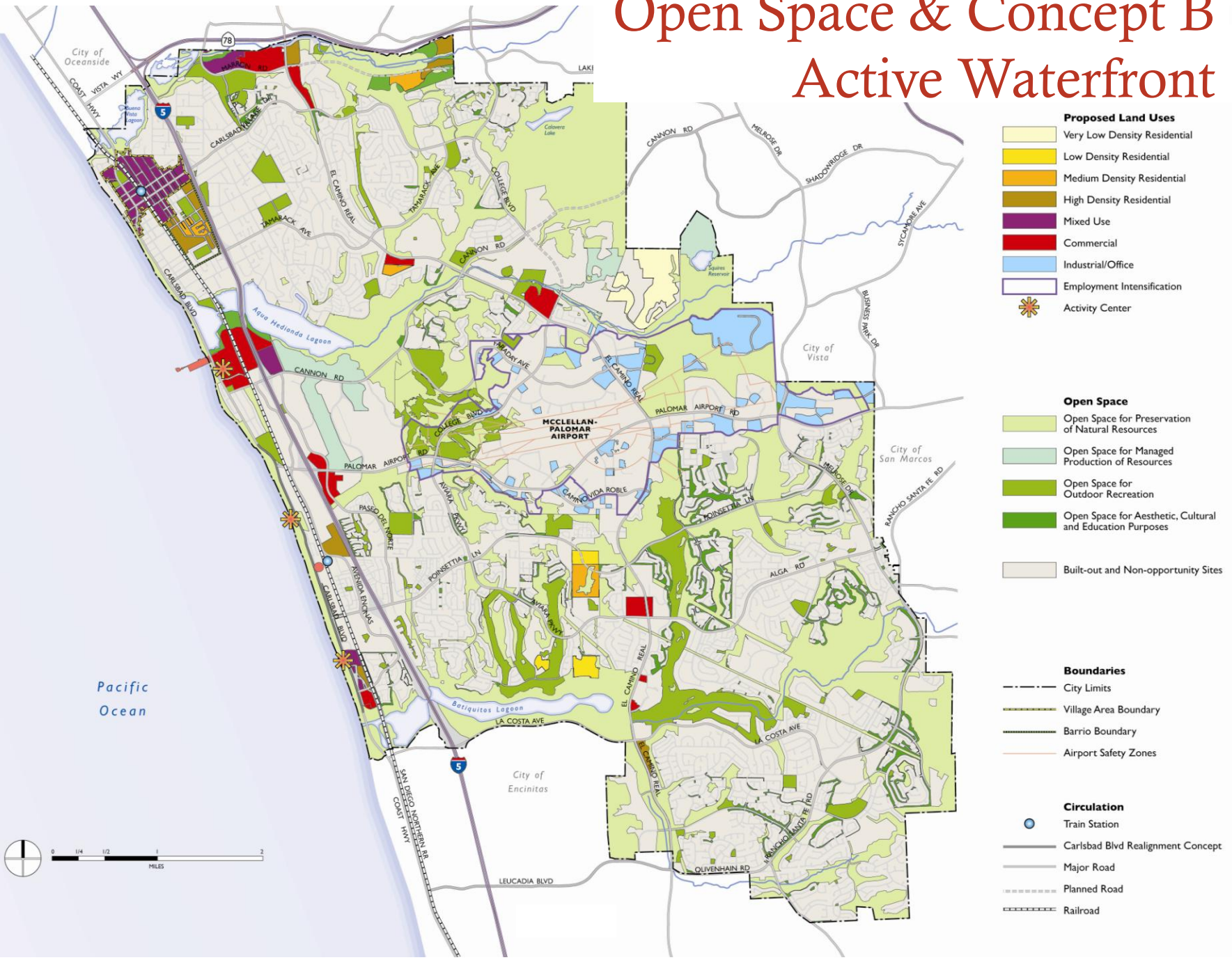
Active Waterfront



Concept B Active Waterfront



Open Space & Concept B Active Waterfront



Proposed Land Uses

- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed Use
- Commercial
- Industrial/Office
- Employment Intensification
- Park/Open Space
- Commercial Recreation

Existing Land Uses

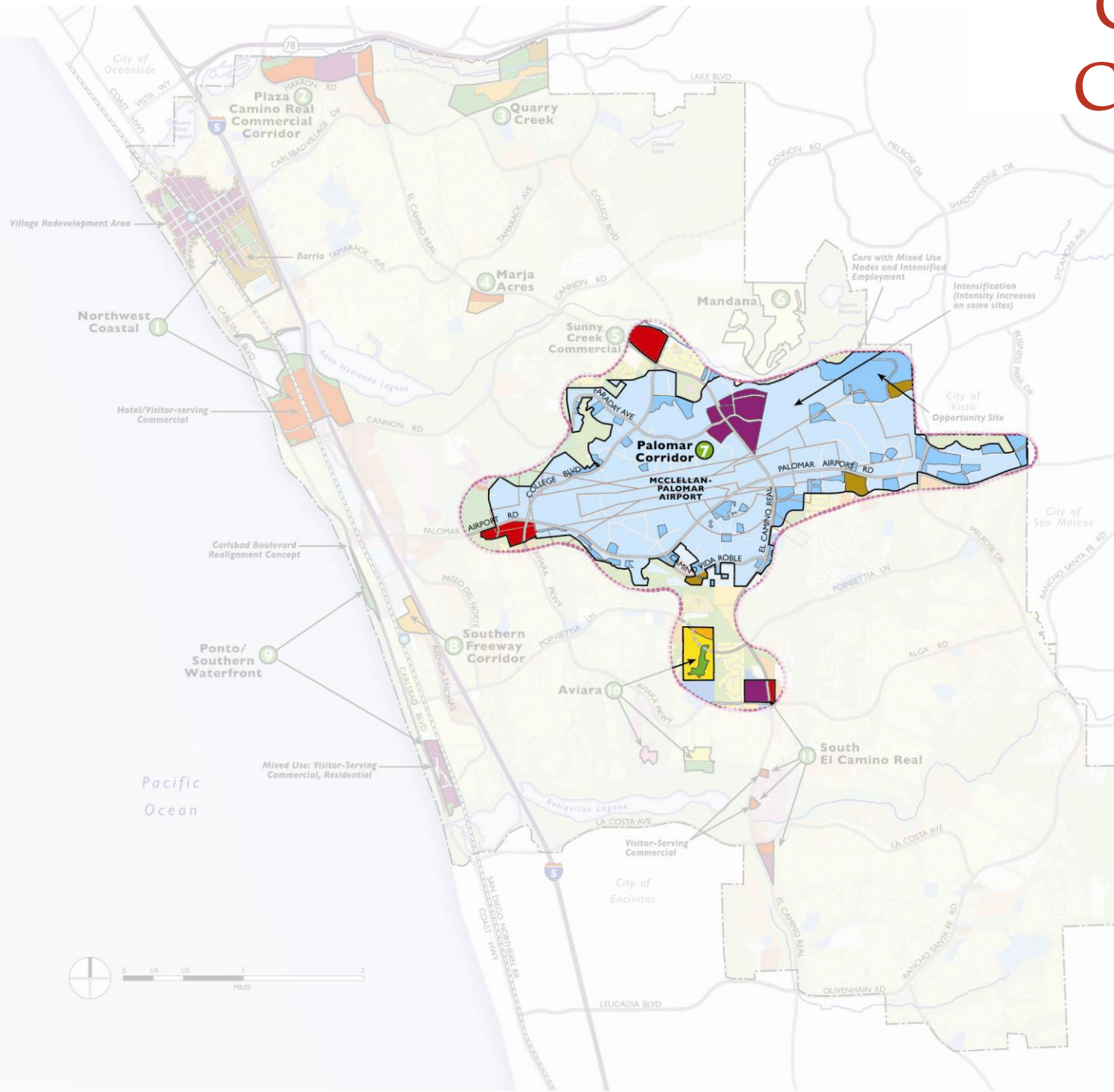
- Single Family Residential
- Multi-Family Residential
- Commercial
- Hotel, Motel, Resort
- Office
- Education/Institutional
- Industrial
- Agriculture
- Park/Recreation
- Open Space/Conservation
- Undeveloped

Boundaries

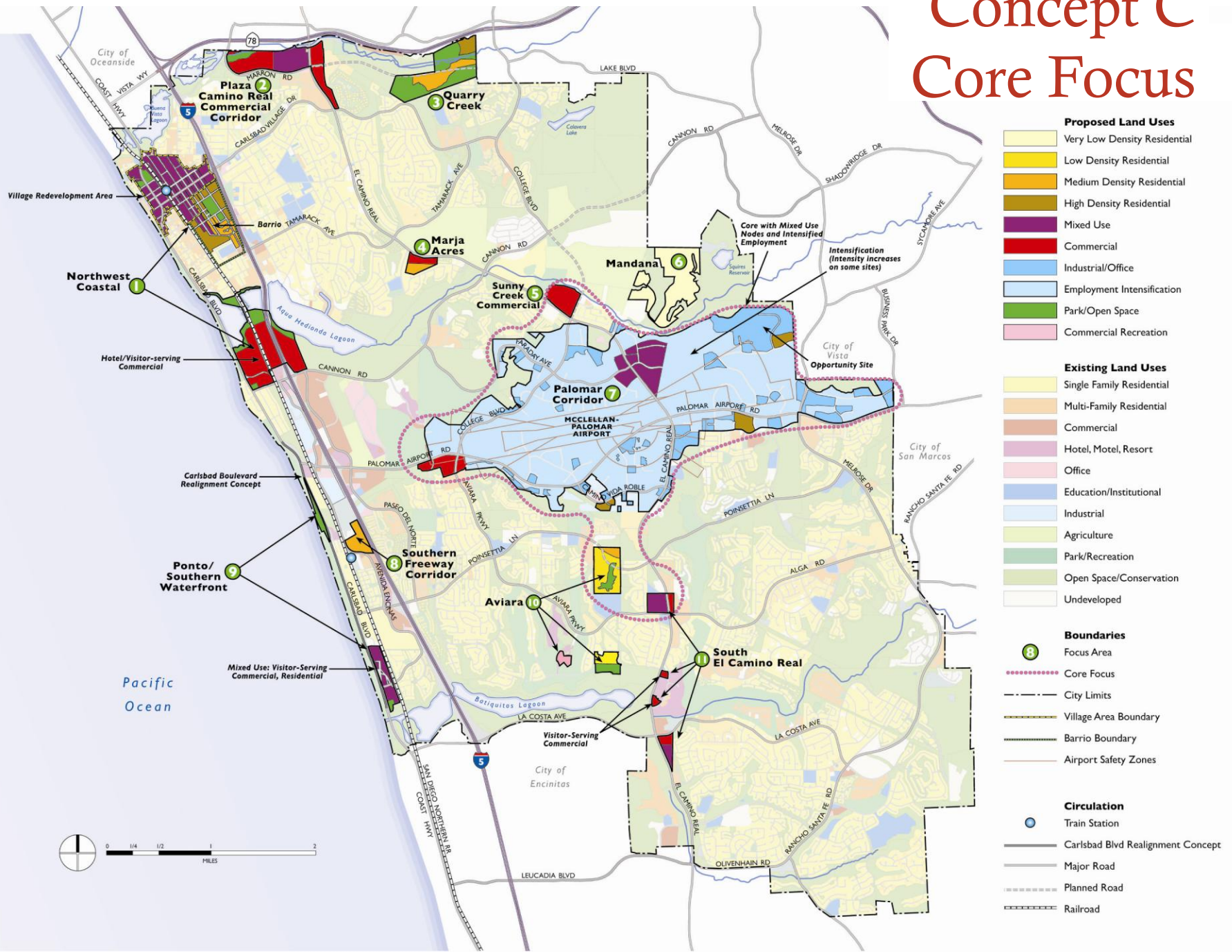
- Focus Area
- Core Focus
- City Limits
- Village Area Boundary
- Barrio Boundary
- Airport Safety Zones

Circulation

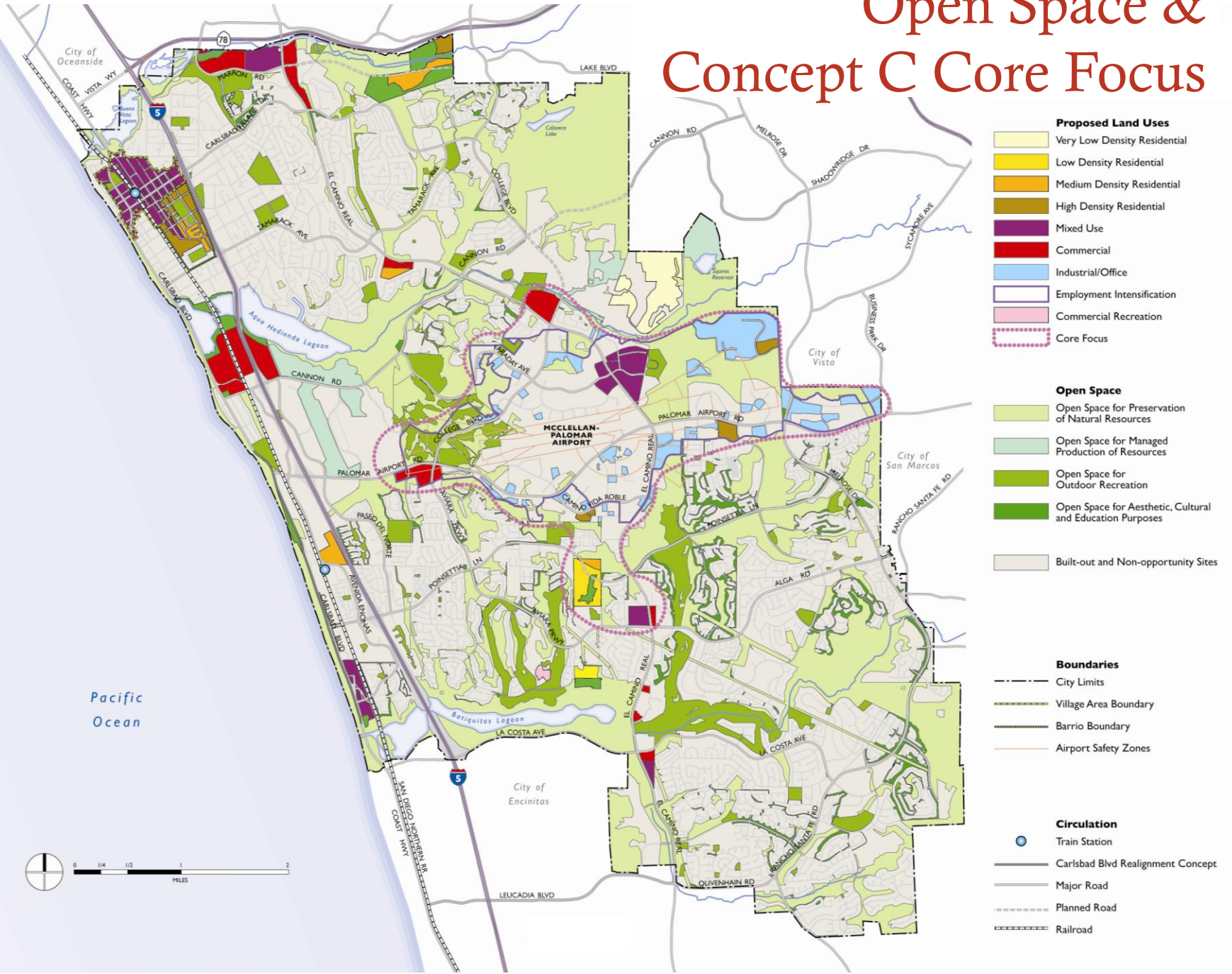
- Train Station
- Carlsbad Blvd Realignment Concept
- Major Road
- Planned Road
- Railroad



Concept C Core Focus



Open Space & Concept C Core Focus



Citywide Buildout Summary

CITYWIDE BUILDOUT SUMMARY COMPARISON

| | CONCEPT A – CENTERS | CONCEPT B – ACTIVE WATERFRONT | CONCEPT C – CORE FOCUS |
|--|---------------------|-------------------------------|------------------------|
| Citywide Total Housing Units at Buildout | 48,888 | 48,838 | 48,638 |
| Citywide Total Housing Units at Capacity | 53,648 | 53,541 | 53,267 |
| Citywide Total Population at Buildout | 122,428 | 122,303 | 121,802 |
| Citywide Total Jobs at Buildout | 87,179 | 85,069 | 82,769 |
| Employed Residents at Buildout | 68,443 | 68,373 | 68,093 |
| Jobs/Employed Residents | 1.3 | 1.3 | 1.2 |




Non Residential Development

NET NON-RESIDENTIAL INCREASE COMPARISON SUMMARY

| | CONCEPT A – CENTERS | CONCEPT B – ACTIVE WATERFRONT | CONCEPT C – CORE FOCUS |
|---|---------------------|-------------------------------|------------------------|
| Commercial (square feet) | 2,522,000 | 1,471,000 | 2,359,000 |
| Industrial/Office (square feet) | 4,419,000 | 4,934,000 | 3,437,000 |
| Total Commercial and Industrial/Office (square feet) | 7,089,000 | 6,405,000 | 5,796,000 |
| Hotels (rooms) | 2,590 | 2,660 | 2,670 |
| Campus (square feet) | 316,000 | – | – |
| Commercial Recreation (square feet) | – | – | 103,000 |

Source: Dyett & Bhatia, 2011; City of Carlsbad Planning Department, 2011.

Focus Area 1: Northwest Coastal

| CENTERS (A) | ACTIVE WATERFRONT (B) | CORE FOCUS (C) |
|--|--|--|
|  |  |  |
| <p>Mixed use in the Village will extend into residential uses in the Barrio, creating a connection between higher density residential and mixed use. The Power Plant area will have hotels/retail, other visitor serving commercial, and open space.</p> | <p>Mixed use in the Village, along with infill high and medium density development in Barrio. The Power Plant area will be an activity node with commercial, hotels, residential and open space.</p> | <p>The Power Plant will have hotel and visitor services with mixed use in the Village and residential in the Barrio.</p> |

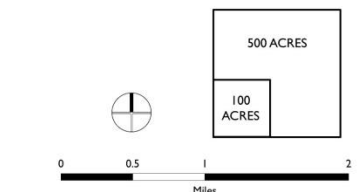
Parks and Recreation

CITY OF CARLSBAD Parks and Recreation

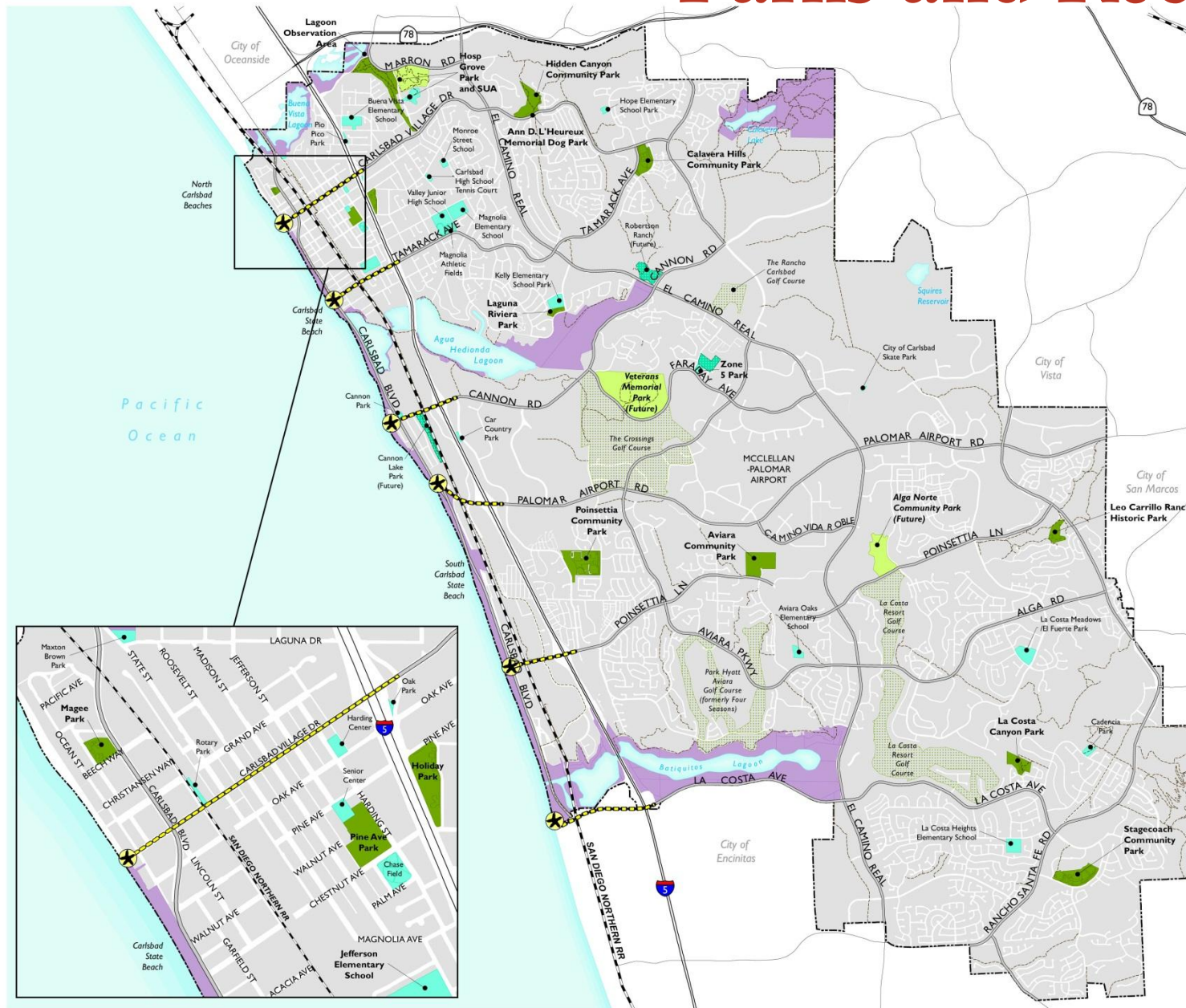
- Community Park
- Future Community Park
- Special Use Area
- Future Special Use Area
- Special Resource Area
- Golf Course

Direct beach access from neighborhoods east of I-5

- Open Space Trail
- Highway
- Major Road
- Railroad
- City Limits



Source: City of Carlsbad, 2010; SANDAG, 2008; Dyett & Bhatia, 2010.



Parks and Recreation

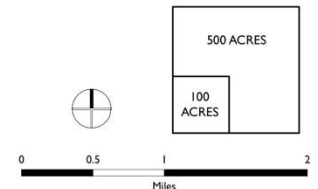
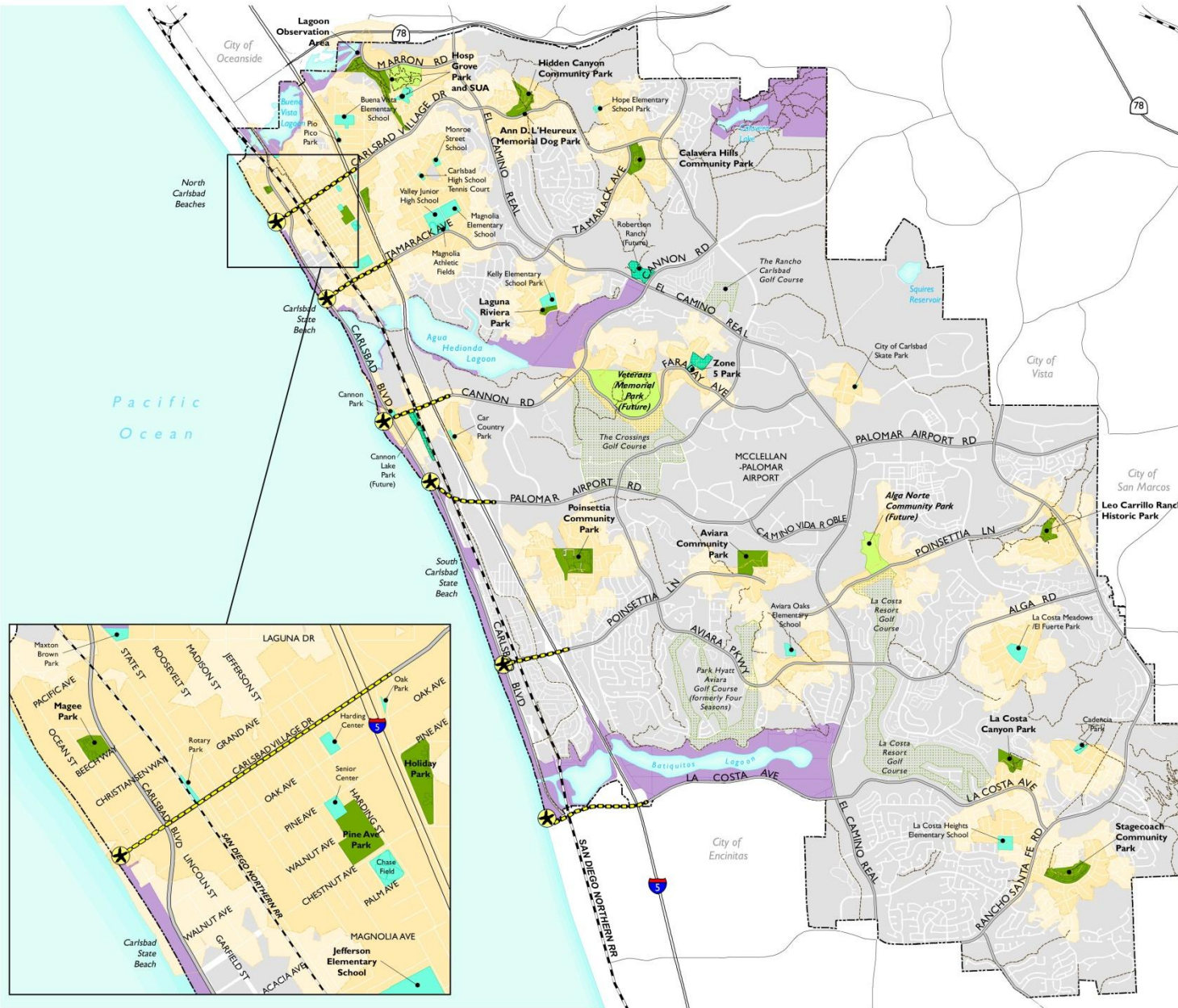
CITY OF CARLSBAD Parks and Recreation (with walking distance analysis)

- Community Park
- Future Community Park
- Special Use Area
- Future Special Use Area
- Special Resource Area
- Golf Course
- Direct beach access from neighborhoods east of I-5
- 1/2 Mile Walking Distance
- 1/4 Mile Walking Distance
- Open Space Trail
- Highway
- Major Road
- Railroad
- City Limits

Parks Access

- 1/2 Mile Walking Distance
- 1/4 Mile Walking Distance

- Open Space Trail
- Highway
- Major Road
- Railroad
- City Limits



Source: City of Carlsbad, 2010; SANDAG, 2008; Dyett & Bhatia, 2010.

Mobility

NEW SERVICE POPULATION WITHIN ¼ MILE OF AN EXISTING TRANSIT STOP

| | CONCEPT A – CENTERS | CONCEPT B – ACTIVE WATERFRONT | CONCEPT C – CORE FOCUS |
|---|------------------------|----------------------------------|---------------------------|
| Population | 10,300 | 10,400 | 9,700 |
| Jobs | 20,100 | 18,700 | 18,800 |
| Service Population (Population + Jobs) | 30,400 | 29,100 | 28,500 |

Source: Dyett & Bhatia, 2011; SANDAG, 2011; Fehr & Peers, 2011.

NEW SERVICE POPULATION WITHIN ¼ MILE OF AN EXISTING BICYCLE FACILITY

| | CONCEPT A – CENTERS | CONCEPT B – ACTIVE WATERFRONT | CONCEPT C – CORE FOCUS |
|---|------------------------|----------------------------------|---------------------------|
| Population | 14,400 | 13,100 | 13,300 |
| Jobs | 24,900 | 23,800 | 23,700 |
| Service Population (Population + Jobs) | 39,300 | 36,900 | 37,000 |

Source: Dyett & Bhatia, 2011; SANDAG, 2011; Fehr & Peers, 2011.



Mobility

| CITYWIDE VEHICLE TRIPS AND DAILY VEHICLE MILES OF TRAVEL (VMT) | | | |
|--|---------------------|-------------------------------|------------------------|
| | CONCEPT A – CENTERS | CONCEPT B – ACTIVE WATERFRONT | CONCEPT C – CORE FOCUS |
| Service Population (Population + Jobs) | 209,607 | 207,372 | 204,571 |
| Total Population | 122,428 | 122,303 | 121,802 |
| Total Jobs | 87,179 | 85,069 | 82,769 |
| Total Housing Units | 48,888 | 48,838 | 48,638 |
| Vehicle Trips | 762,917 | 736,991 | 781,345 |
| Vehicle Trips Per Service Population | 3.64 | 3.55 | 3.82 |
| VMT | 5,368,642 | 5,273,266 | 5,419,900 |
| VMT per Household | 110 | 108 | 111 |
| VMT per Service Population | 25.6 | 25.4 | 26.5 |

Source: SANDAG and Fehr & Peers, 2012.

Fiscal Impacts

TABLE 5.10-2: NO GROWTH NET REVENUES

| NO GROWTH | 2015-16 | 2025-26 | 2035-36 |
|---------------------|----------------------|----------------------|----------------------|
| Revenues | 122,856,000 | 157,392,000 | 201,588,000 |
| Expenditures | 124,313,400 | 160,545,400 | 207,364,700 |
| Net Revenues | \$(1,457,400) | \$(3,153,400) | \$(5,776,700) |

Chart 5.10-10: No Growth

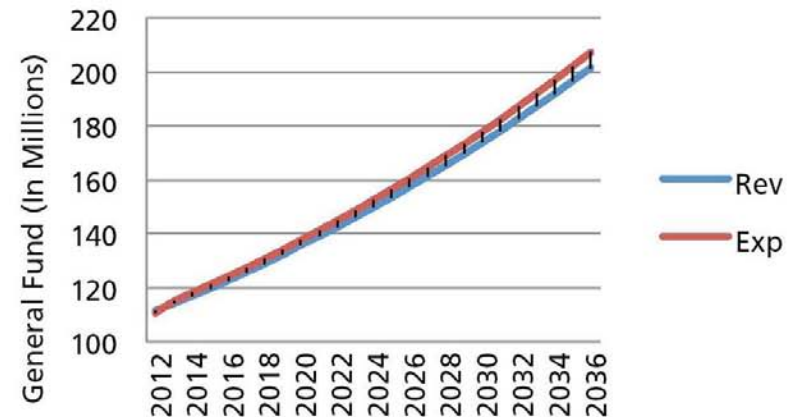
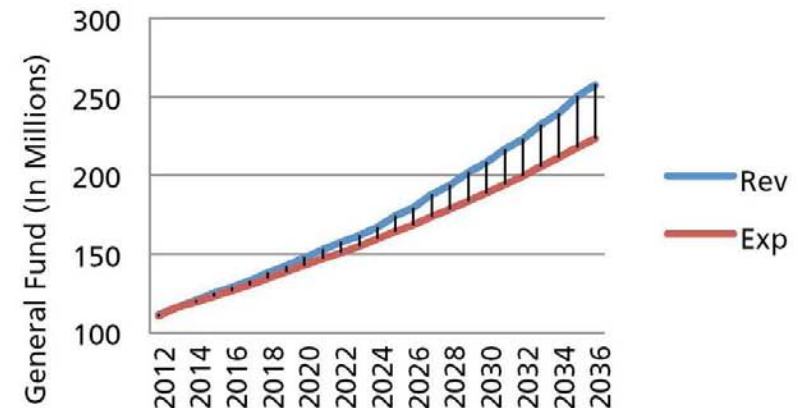


TABLE 5.10-3: CONCEPT A – CENTERS NET REVENUES

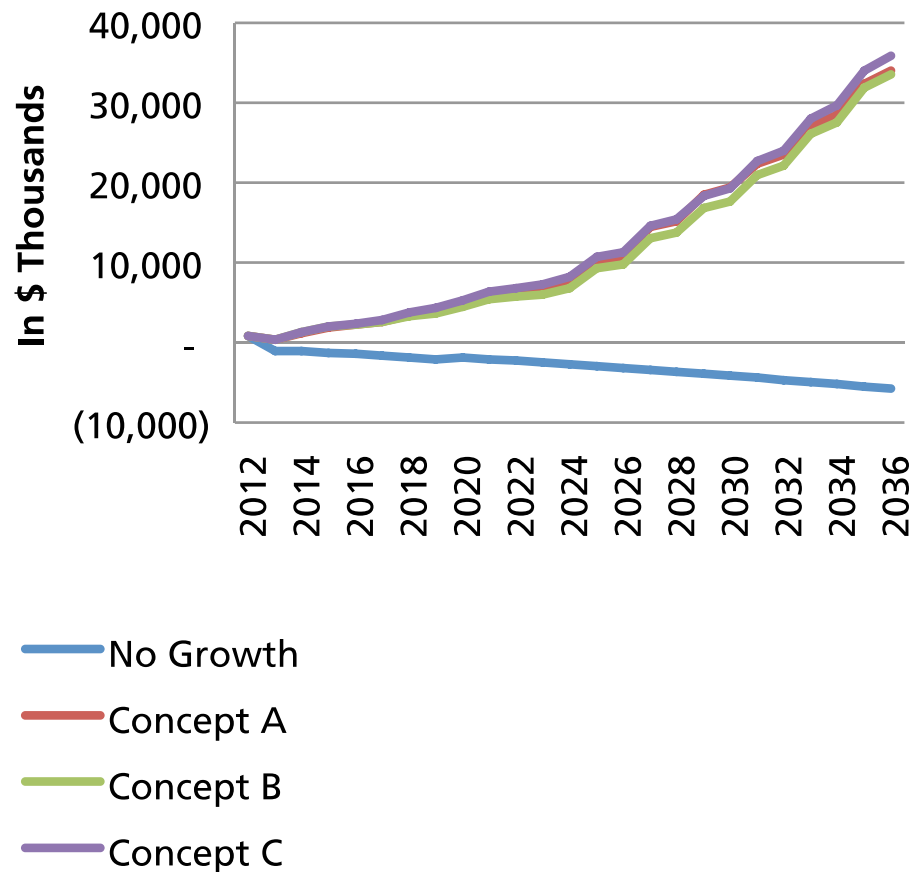
| CONCEPT A | 2015-16 | 2025-26 | 2035-36 |
|---------------------|--------------------|---------------------|---------------------|
| Revenues | 129,015,000 | 179,651,000 | 257,768,000 |
| Expenditures | 126,826,400 | 168,776,700 | 223,767,000 |
| Net Revenues | \$2,188,600 | \$10,874,300 | \$34,001,000 |

Chart 5.10-11: Concept A – Centers



Fiscal Impacts

Chart 5.10-3: Annual Net Revenues



Environmental Impacts

- Natural Resource Communities
- Airport Safety
- Noise
- Greenhouse Gas Emissions

| TRANSPORTATION GHG EMISSION ESTIMATES COMPARISON | | | |
|--|---------------------|-------------------------------|------------------------|
| | CONCEPT A – CENTERS | CONCEPT B – ACTIVE WATERFRONT | CONCEPT C – CORE FOCUS |
| Daily VMT | 5,368,642 | 5,273,266 | 5,419,900 |
| Daily Metric Tons CO2E | 1,970.85 | 1,935.83 | 1,989.66 |
| Yearly Metric Tons CO2E | 719,360.25 | 706,577.95 | 726,225.90 |
| Service Population (Jobs + Population) | 209,607 | 207,372 | 204,571 |
| Metric Tons CO2E per Service Population | 3.4 | 3.4 | 3.5 |

Source: Dudek, 2012; CARB, 2011; EPA, 2005.

- More detailed analysis will be included in the EIR

Feedback Form

| | CENTERS (A) | ACTIVE WATERFRONT (B) | CORE FOCUS (C) |
|--|--|-----------------------|----------------|
| FOCUS AREA 3 QUARRY CREEK | | | |
| | Medium and high density residential uses with campus, placing residents next to jobs and open space with extension of Marron Rd. | | |
| | Medium and high density residential uses at higher densities next to open space with extension of Marron Road. | | |
| | Medium and high density residential uses next to open space with extension of Marron Road. | | |
| I like (check one): A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> NONE <input type="checkbox"/> OTHER (please explain) <input type="checkbox"/> ← Check Preference Comment: <div style="color: red; font-weight: bold; margin-top: 10px;">Write in additional comments</div> | | | |

- **Hard Copy:** Turn in at end of the night or to City of Carlsbad Planning Division
- **Online: (until 2/17)**
www.carlsbad.gov/envision

CITY OF CARLSBAD
Envision Carlsbad

Envision Carlsbad

Land Use Concepts Feedback Form

The land use concepts presented at this workshop represent alternative strategies for accommodating future population and employment growth, while reflecting the core values identified in the Carlsbad Community Vision. The Vision is based upon nine core values that represent the qualities and characteristics of Carlsbad that community members aspire to protect, maintain, improve, change, or achieve in the future.

CARLSBAD COMMUNITY VISION CORE VALUES

- Small Town Feel, Beach Community Character, and Connectedness
- Open Space and the Natural Environment
- Access to Recreation and Active, Healthy Lifestyles
- The Local Economy, Business Diversity, and Tourism
- Walking, Biking, Public Transportation, and Connectivity
- Sustainability
- History, the Arts, and Cultural Resources
- High Quality Education and Community Services
- Neighborhood Revitalization, Community Design, and Livability

OVERALL STRATEGY OF CONCEPTS

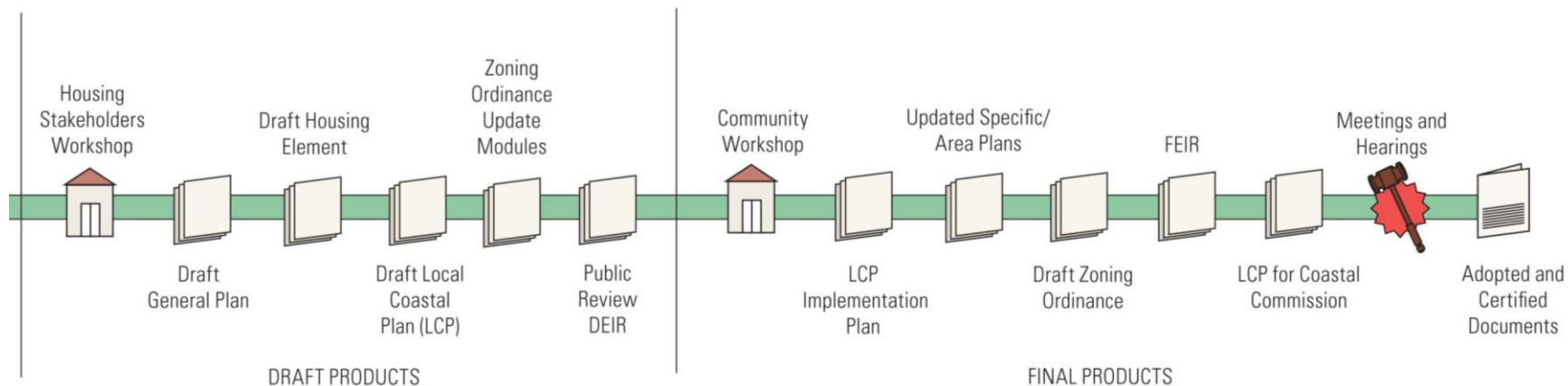
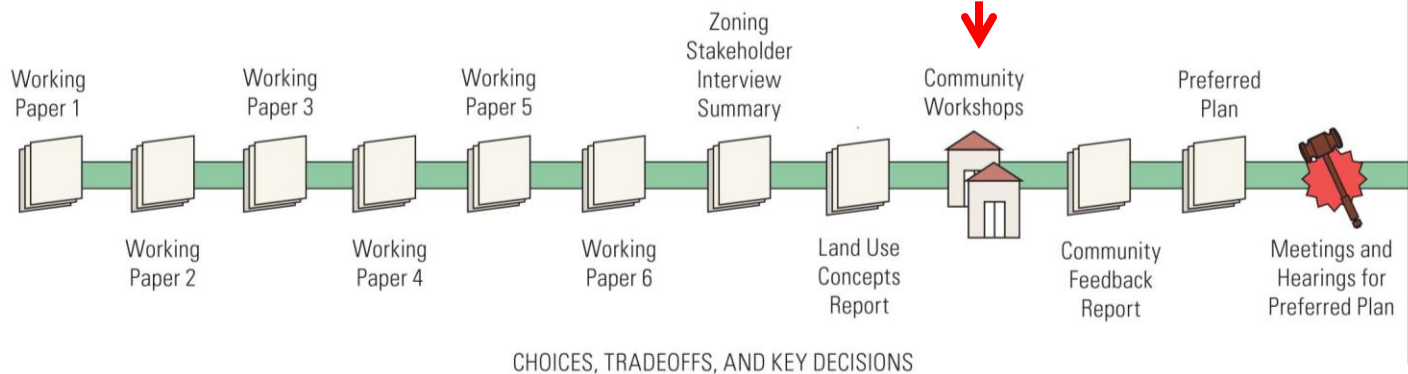
| CENTERS (A) | ACTIVE WATERFRONT (B) | CORE FOCUS (C) |
|---|--|--|
| This concept focuses on having walkable neighborhoods where residents have access to retail, services, and jobs. Neighborhoods are focused on mixed-use areas with supporting residential and commercial uses within a 1/2 mile radius. | This concept focuses on how to activate the waterfront area in order to create a destination that is accessible to the surrounding community and citywide. | This concept focuses growth in the core of the city by increasing employment and housing opportunities; creating an area where people can live, work, and shop; and enhancing pedestrian, bike, and transit connections. |

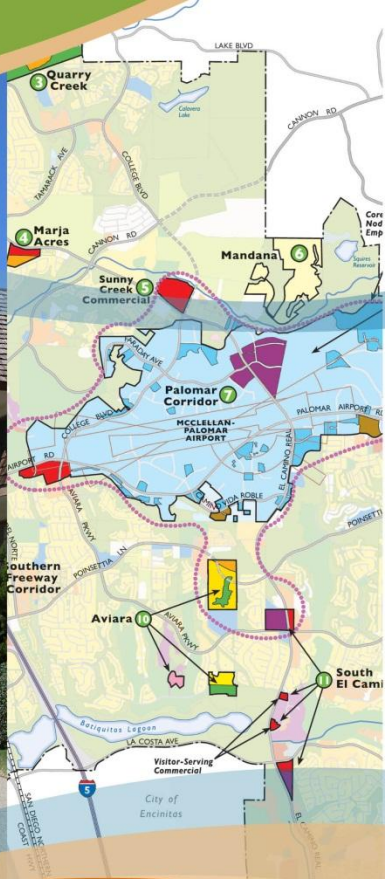
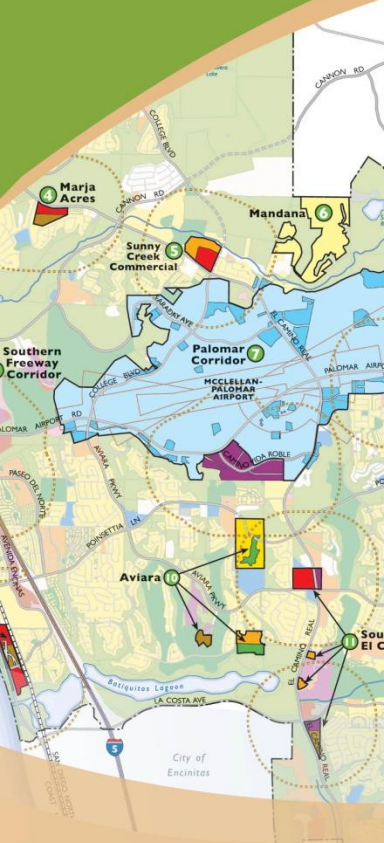
I like (check one): A ☐ B ☐ C ☐ NONE ☐ OTHER (please explain) ☐

Why did you select this concept? How would you add to or change this concept?

Next Steps

We are Here!





Land Use Concepts Community Workshop/Open House

January 31/February 2

Focus Area 2: Plaza Camino Real Commercial Corridor



Mixed use and open space on the mall site with commercial and mixed use east of El Camino Real.









Mixed use, commercial, and open space on the mall site with high density residential and commercial east of El Camino Real.



Mixed use, commercial, and open space on the mall site with just commercial east of El Camino Real.

Focus Area 3: Quarry Creek

Focus Area 4: Marja Acres

| CENTERS (A) | ACTIVE WATERFRONT (B) | CORE FOCUS (C) |
|---|--|---|
|  <p>Medium and high density residential uses with campus, placing residents next to jobs and open space with extension of Marron Rd.</p> |  <p>Medium and high density residential uses at higher densities next to open space with extension of Marron Road.</p> |  <p>Medium and high density residential uses next to open space with extension of Marron Road.</p> |
|  <p>Commercial along El Camino Real with residential behind</p> |  <p>Commercial along El Camino Real with medium density residential behind.</p> |  <p>Commercial along El Camino Real with medium density residential behind.</p> |

Focus Area 5: Sunny Creek Commercial

Focus Area 6: Mandana



Commercial surrounded by medium density residential.



Commercial only.



Commercial only.



Very low density residential.



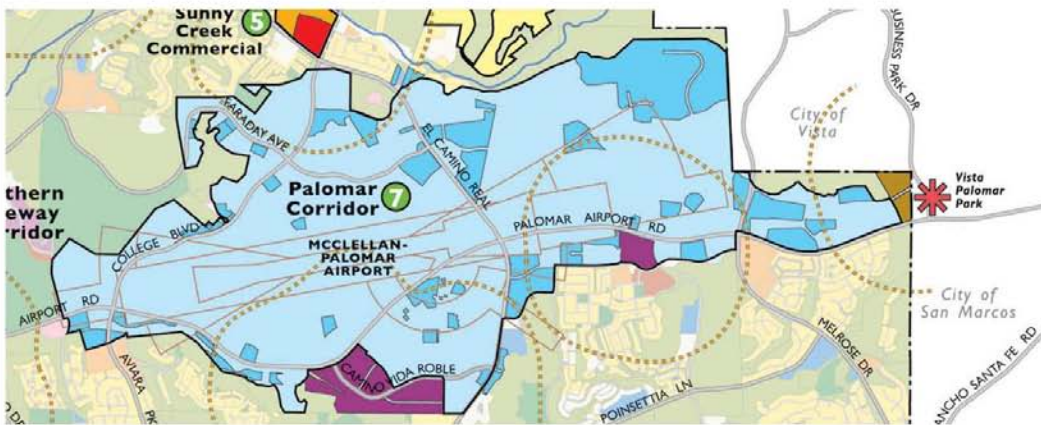
Very low density residential.



Very low density residential.

Focus Area 7: Palomar Corridor

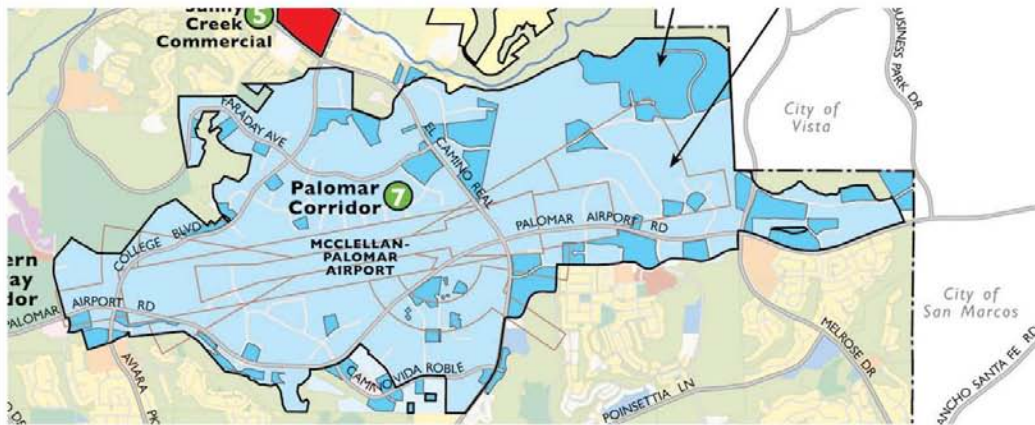
CENTERS (A)



Industrial/Office, with a new high density residential neighborhood at east end and new mixed use commercial uses along southern part of area.

Focus Area 7: Palomar Corridor

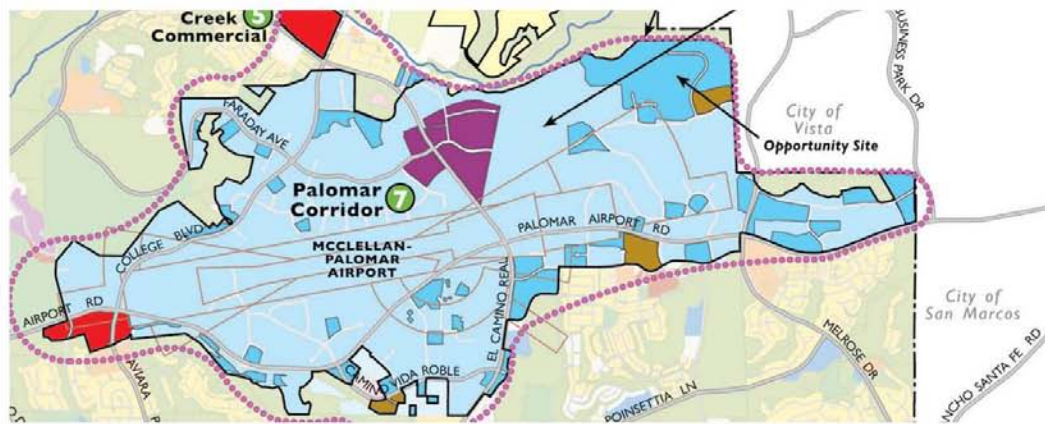
ACTIVE WATERFRONT (B)



Industrial/Office with some commercial uses allowed.

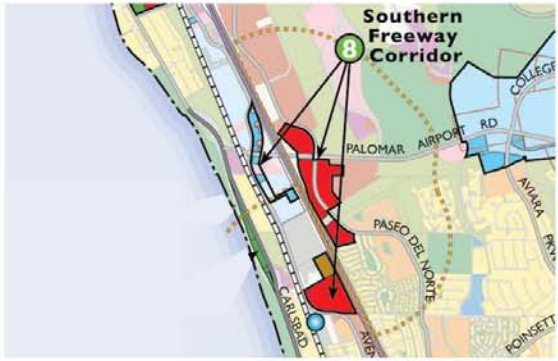
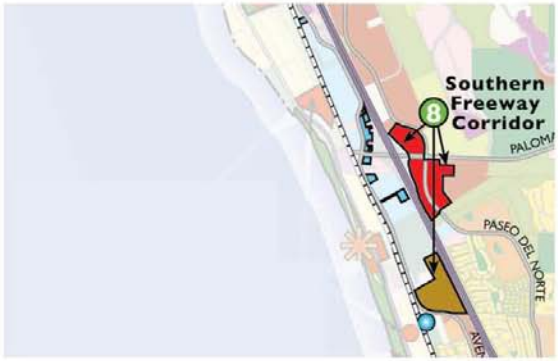

Focus Area 7: Palomar Corridor

CORE FOCUS (C)

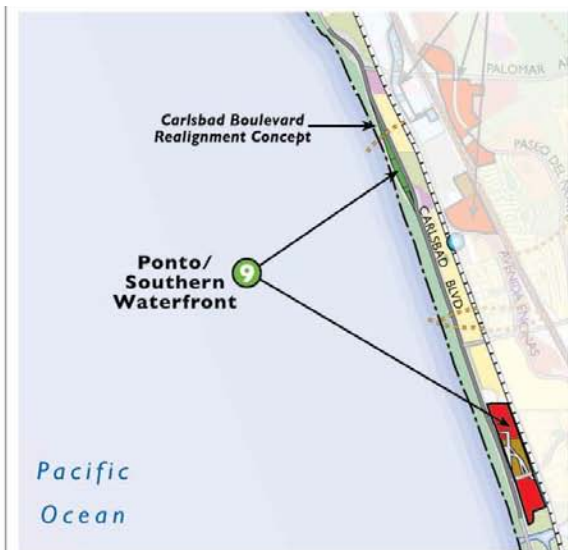


Industrial/Office with some high density residential and mixed use commercial uses around the periphery placing people close to jobs and services.

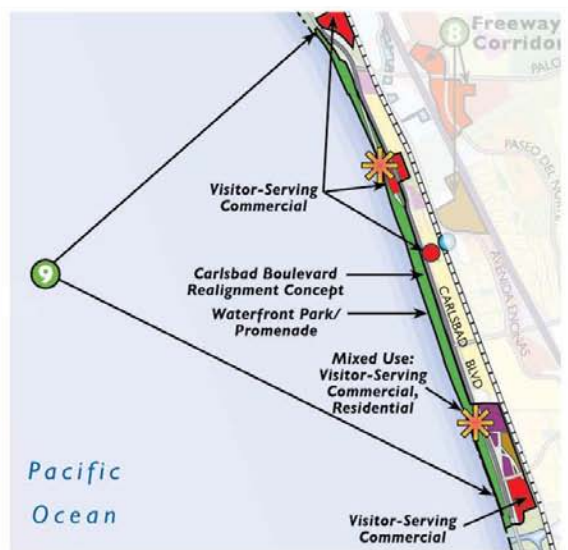
Focus Area 8: Southern Freeway Corridor

| CENTERS (A) | ACTIVE WATERFRONT (B) | CORE FOCUS (C) |
|--|---|---|
|  <p>Commercial and residential near Poinsettia Station, with freeway oriented commercial uses at Palomar freeway interchange. Industrial/Office along Avenida Encinas.</p> |  <p>High density residential use near Poinsettia Station to create more residential opportunities in area and support commercial and parks/open space activity along the coast.</p> |  <p>Medium Density Residential</p> |

Focus Area 9: Ponto/Southern Waterfront



High density residential uses in close proximity to services and retail at Ponto.

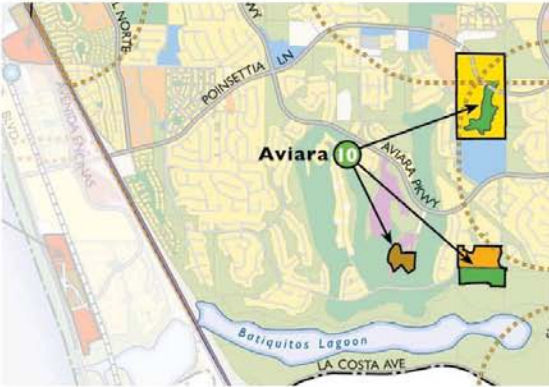
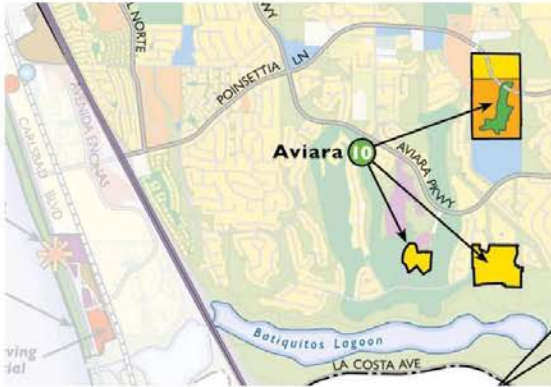
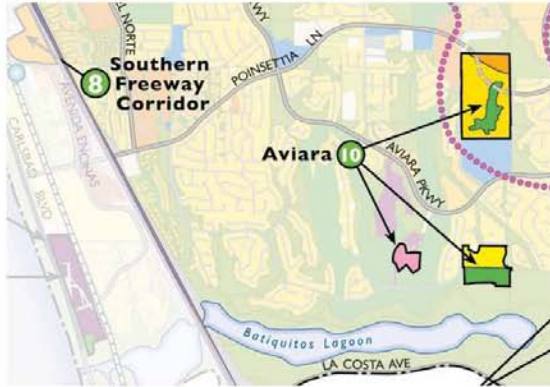


A Waterfront Park/Promenade is envisioned along the coastline with activity nodes located along the waterfront which will be accessible to neighborhoods to the east.

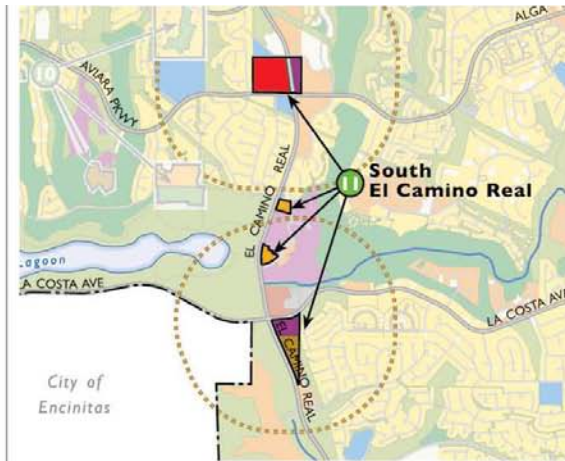


Mixed use area with medium and high density residential and commercial uses at Ponto.

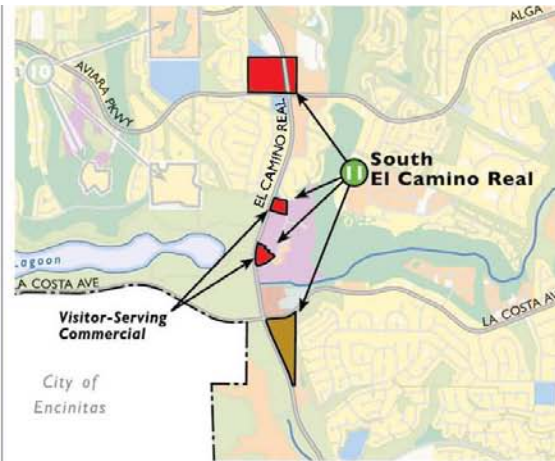
Focus Area 10: Aviara

| CENTERS (A) | ACTIVE WATERFRONT (B) | CORE FOCUS (C) |
|---|--|--|
|  |  |  |
| <p>Low, medium and high density residential uses with open space.</p> | <p>Low and medium density residential uses with open space.</p> | <p>Low and medium density residential uses with open space. Additional commercial recreation uses.</p> |

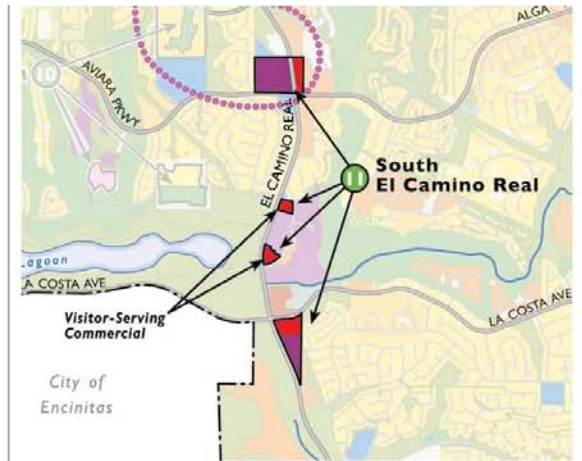
Focus Area 11: South El Camino Real



Mixed use, medium and high density residential and commercial uses along El Camino Real.



Commercial and high density residential uses along El Camino Real.



Mixed Use and commercial uses along El Camino Real.

Fiscal Impacts

Chart 5.10-4: Concept A - Centers Revenues 2036

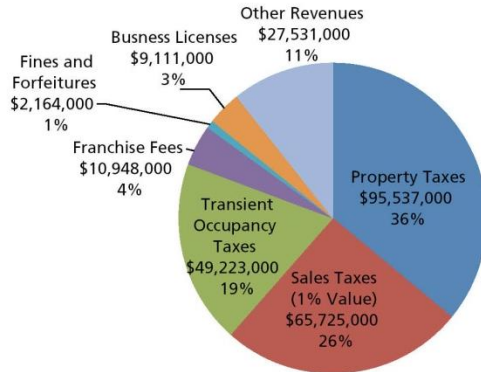


Chart 5.10-6: Concept B - Active Waterfront Revenues 2036

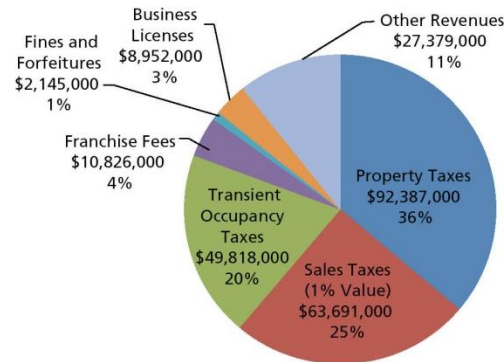


Chart 5.10-8: Concept C - Core Focus Revenues 2036

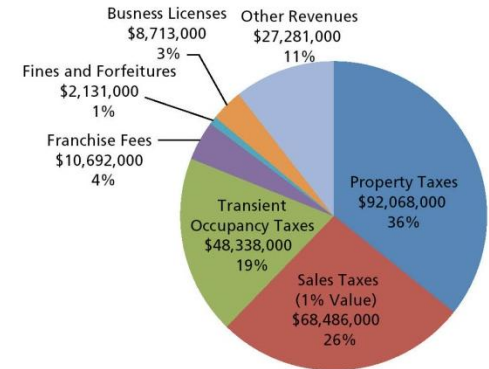


Chart 5.10-5: Concept A - Centers Expenditures 2036

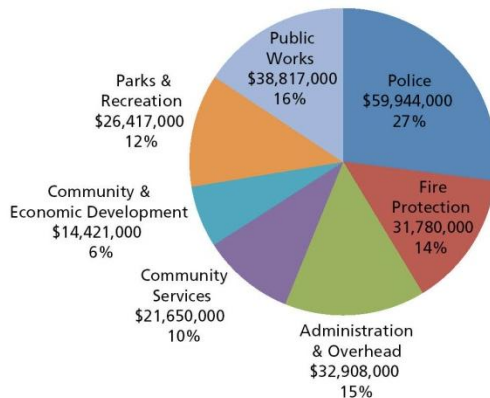


Chart 5.10-7: Concept B - Active Waterfront Expenditures 2036

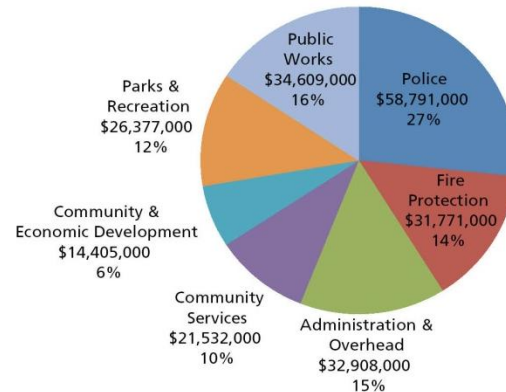
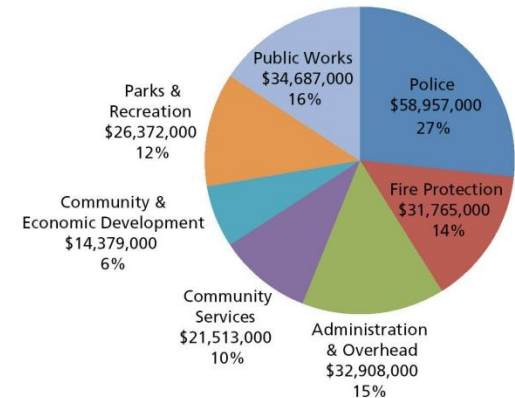


Chart 5.10-9: Concept C - Core Focus Expenditures 2036



Fiscal Impacts

TABLE 5.10-4: CONCEPT B – ACTIVE WATERFRONT NET REVENUES

| CONCEPT B | 2015-16 | 2025-26 | 2035-36 |
|---------------------|--------------------|--------------------|---------------------|
| Revenues | 128,972,000 | 177,829,000 | 255,724,000 |
| Expenditures | 126,683,500 | 168,002,000 | 222,192,100 |
| Net Revenues | \$2,288,500 | \$9,827,000 | \$33,531,900 |

Chart 5.10-12: Concept B – Active Waterfront

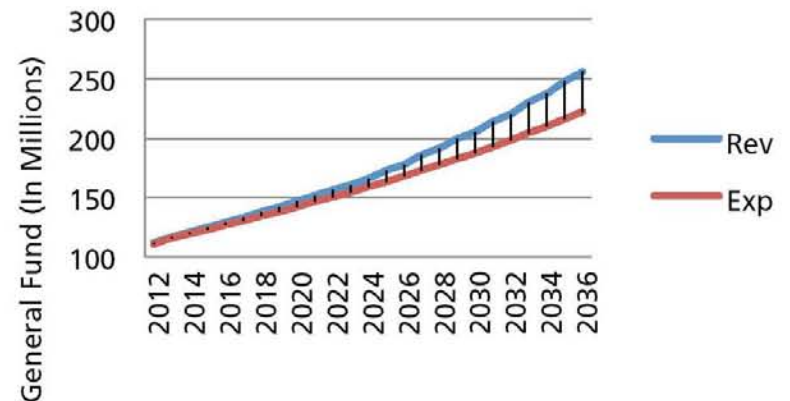
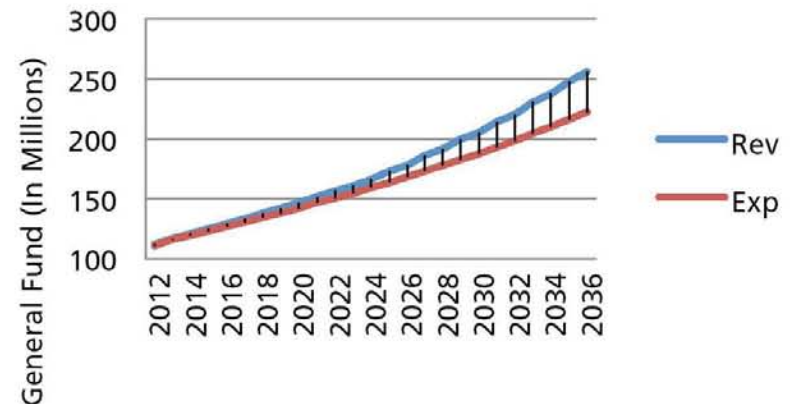


TABLE 5.10-5: CONCEPT C – CORE FOCUS NET REVENUES

| CONCEPT C | 2015-16 | 2025-26 | 2035-36 |
|---------------------|--------------------|---------------------|---------------------|
| Revenues | 129,121,000 | 179,440,000 | 258,234,000 |
| Expenditures | 126,720,400 | 168,130,300 | 222,380,400 |
| Net Revenues | \$2,400,600 | \$11,309,700 | \$35,853,600 |

Chart 5.10-13: Concept C – Core Focus





Mobility






CITY OF CARLSBAD Existing Road Classifications

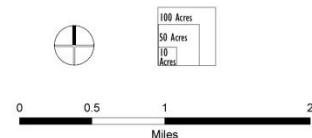
LEGEND

Base Layers

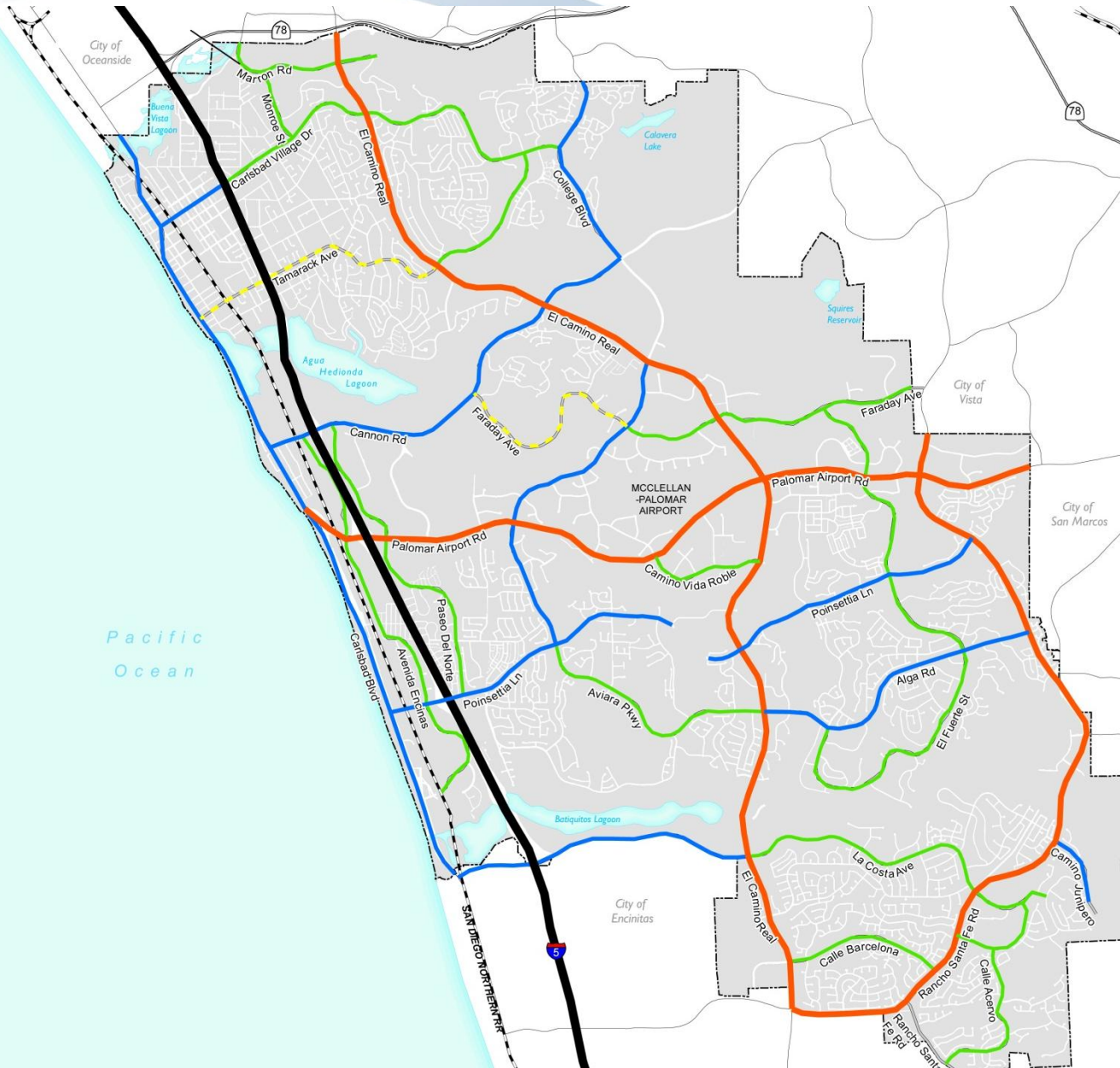
-  Railroad
-  City Limits

Road Classifications

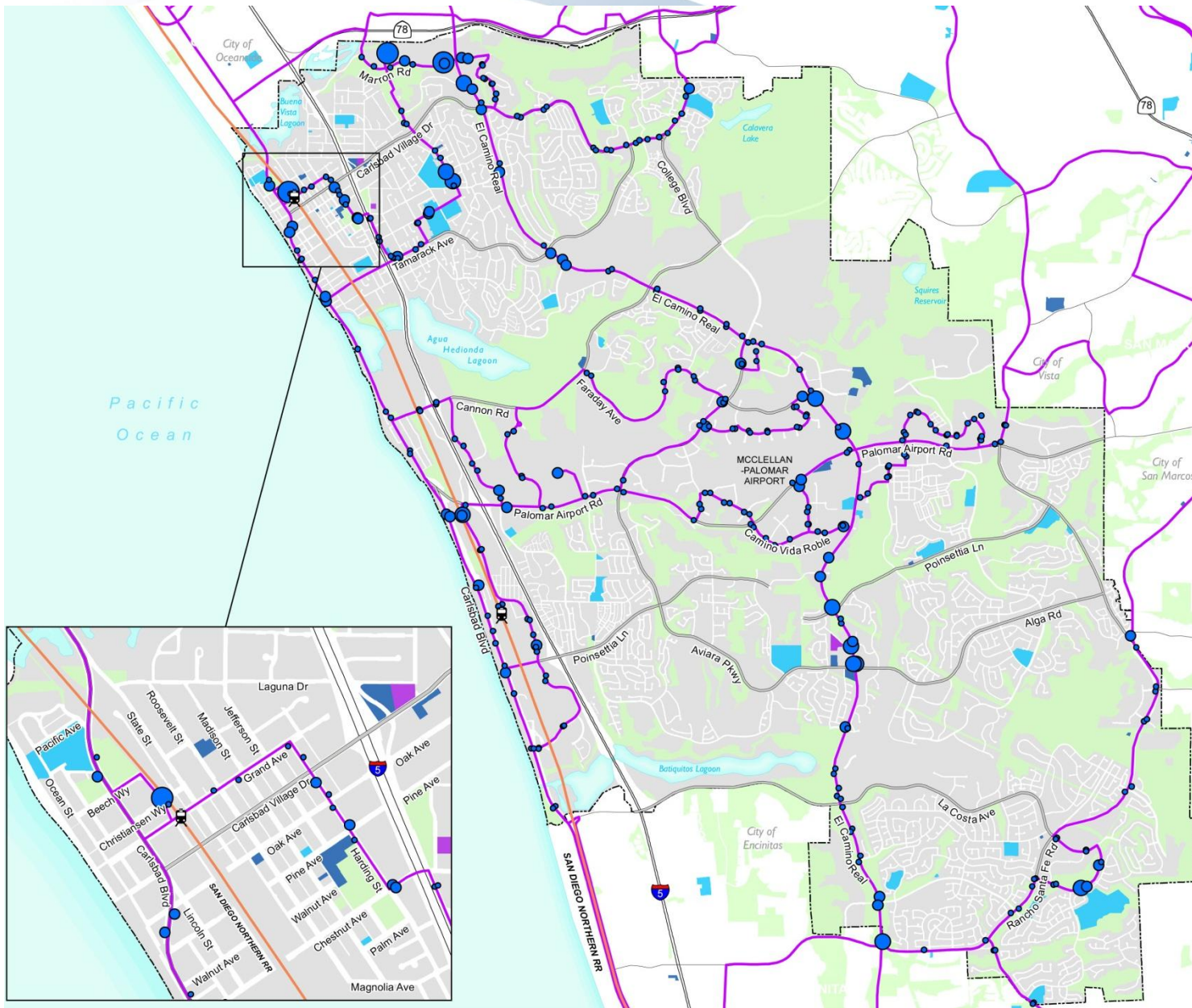
-  Freeway
-  Prime Arterial
-  Major Arterial
-  Secondary Arterial
-  Collector



Source: City of Carlsbad, 2009; SANDAG, 2008;
Dyett & Bhatia, 2009; Fehr & Peers, 2010



Mobility



CITY OF CARLSBAD Existing Regional and Local Transit Routes

LEGEND

Base Layers

- Highways
- Major Roads
- City Limits

Existing Routes

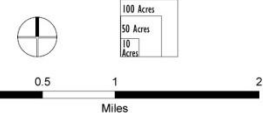
- Coaster Commuter Rail
- NCTD Local Bus - Breeze
- Coaster Commuter Station

Land Use

- Library
- Civic Uses
- Schools
- Parks and Open Space

Ridership (number of daily boardings and alightings by bus stop)

- 0 - 10
- 11 - 25
- 26 - 60
- 61 - 225



Source: City of Carlsbad, 2009; SANDAG, 2008;
Dyett & Bhatia, 2009; Fehr & Peers, 2010

Mobility

Connectivity

